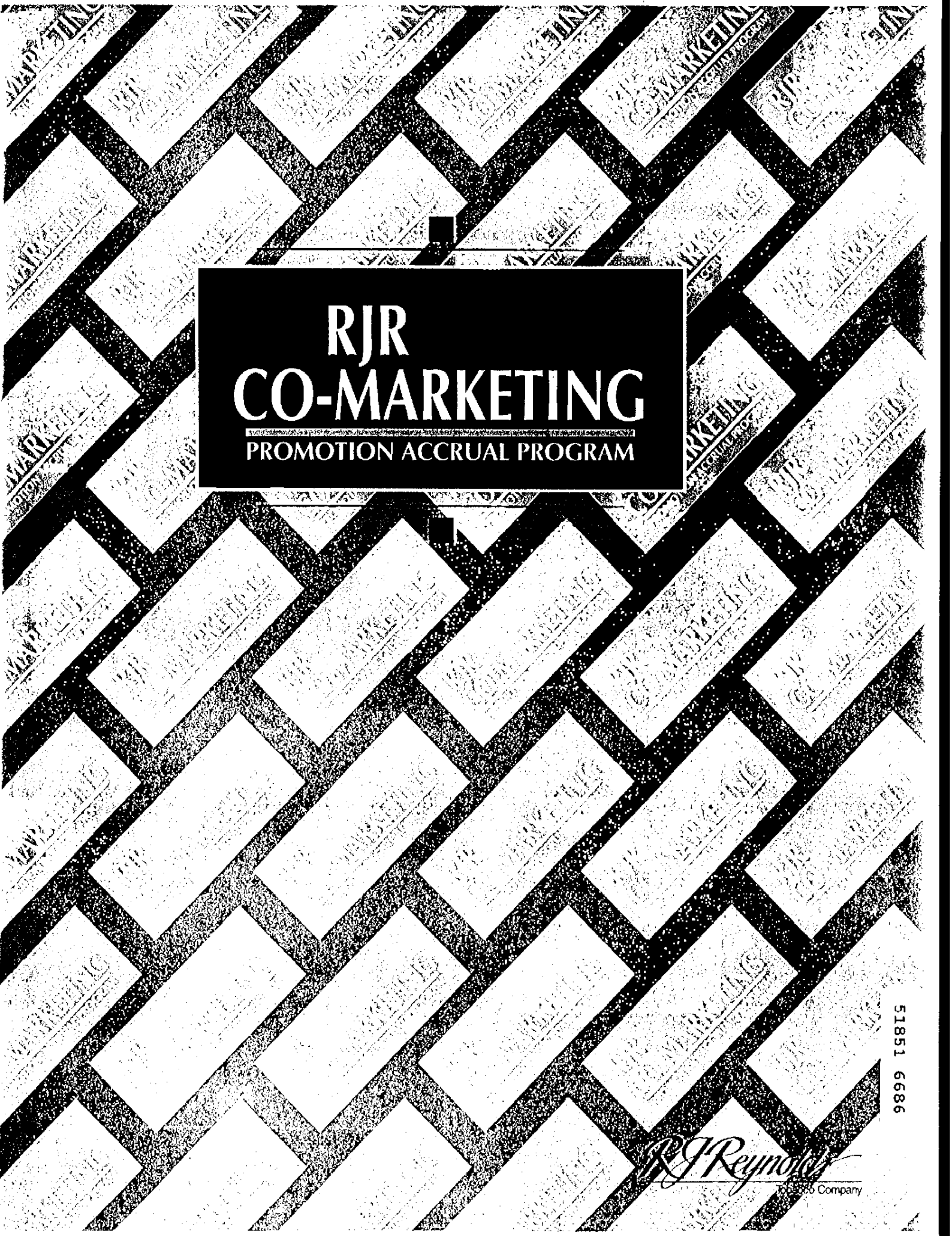


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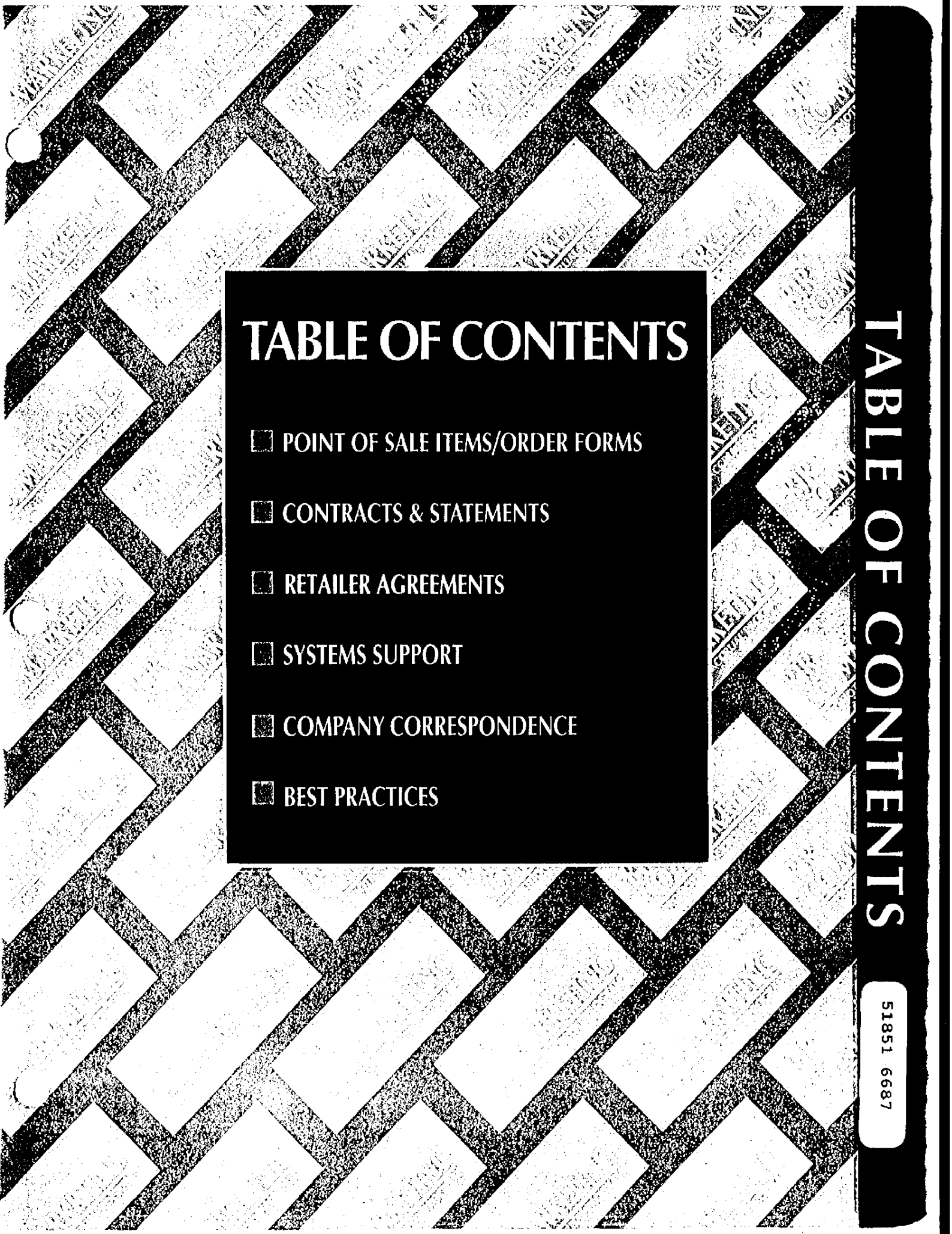


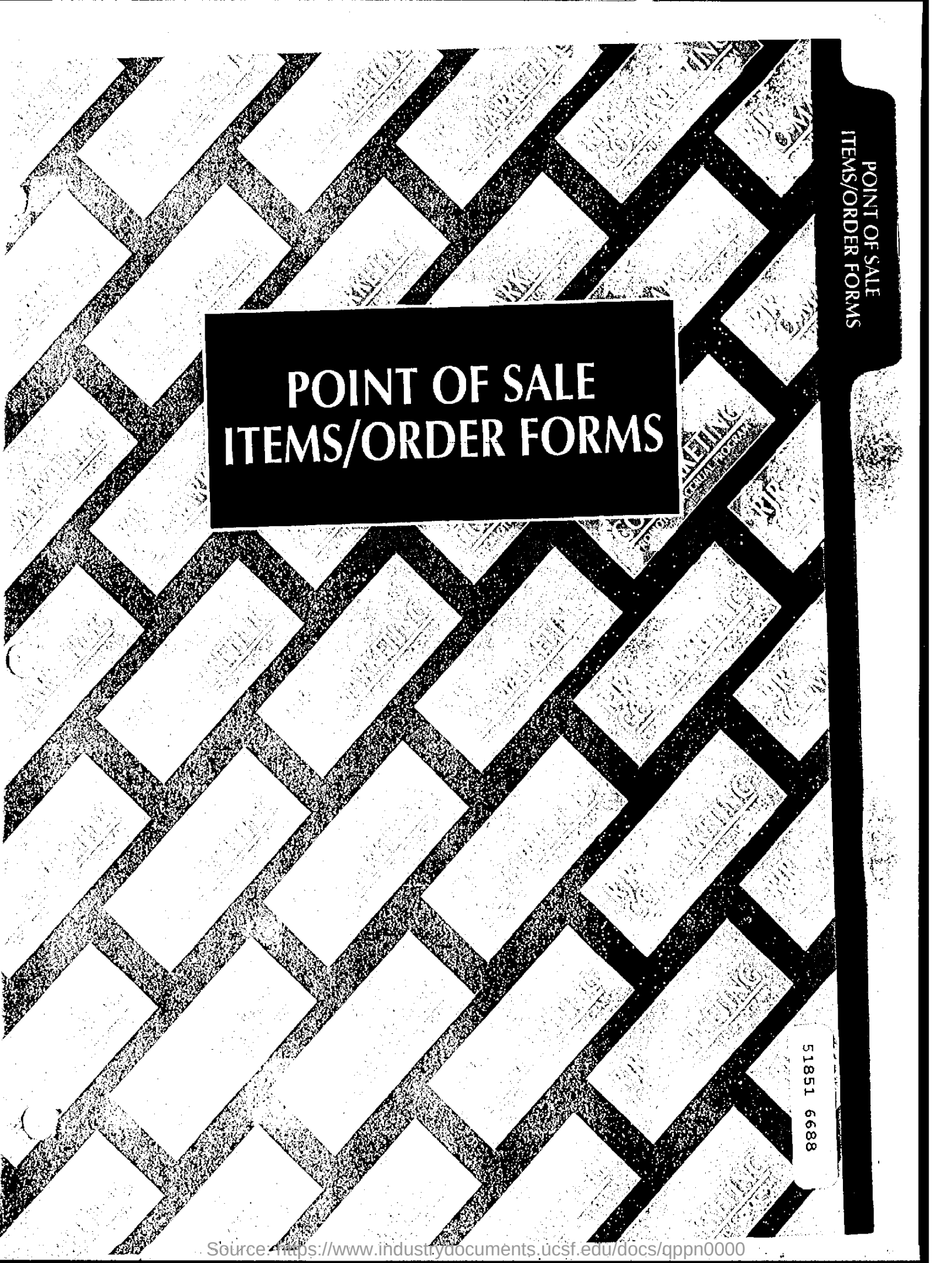
TABLE OF CONTENTS

- POINT OF SALE ITEMS/ORDER FORMS
- CONTRACTS & STATEMENTS
- RETAILER AGREEMENTS
- SYSTEMS SUPPORT
- COMPANY CORRESPONDENCE
- BEST PRACTICES

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000



Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000



462891 - SM PPD CD 9 1/4 x 4 1/2



6 1/8 x 5 3/4 463032 - Pole Pricer

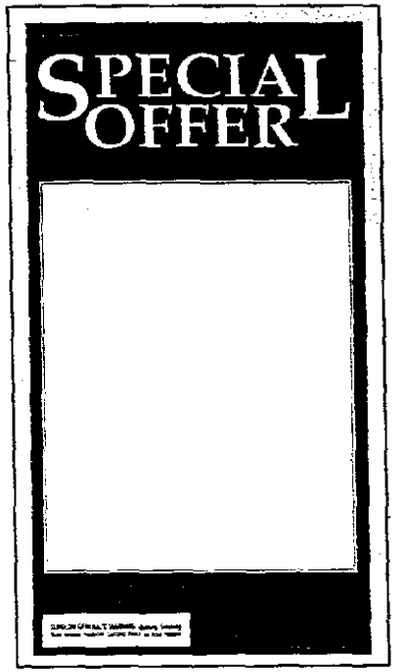


462912-B - 24" PKG MERCH CD 18 3/8 x 3 1/4



462900 - Display Channel Strip 13 3/4 x 1 1/4

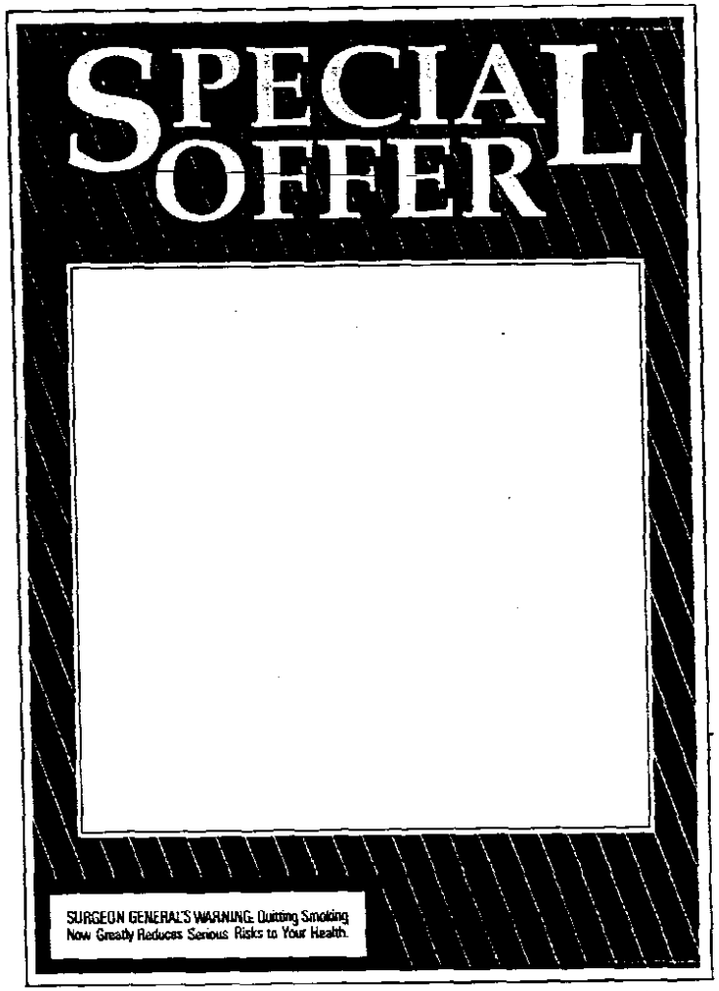
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462930-B Sm Paster 10 3/4 x 20 1/2



462942-B Dump Bin Riser CD 17 1/4 x 14



463185-B Multi Brands Large Pasters 23 3/4 x 35



463131-B Counter Disp R/C 13 7/8 x 6 1/2



462921-B 19" Canopy CD 19 x 8 1/4



462951 - Folded SS 14 x 4 1/2

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

FSC-109-A

March 3, 1994

TO ALL REGION OPERATIONS MANAGERS

RE: CO-MARKETING PROMOTIONAL POINT-OF-SALE ITEMS

We are pleased to announce the availability of the following Promotional Point-of-Sale items for the Co-Marketing Promotion Accrual program:

Description	Item #	SKU Packing	Availability Date
Counter Display Riser Card	463131	1	Immediately
Dump Bin Riser Card	462942	1	Immediately
Small PPD Card	462891	1	Immediately
Channel Strip	462900	1	Immediately
24" Pack Mdsg. Card	462912	1	Immediately
19" Canopy Card	462921	1	Immediately
Small Vertical Paster	462930	1	Immediately
Folded Shelf Strip	462951	1	Immediately
Extra Large Paster (35" H x 23 3/4" W)	463185	1	Immediately
Pole Pricer (5 1/2" H x 6" W)	463032	1	3/25/94
2-Pack/3-Pack Banding Tape	462960	1 Sheet (10 Stickers)	Immediately
Removable Pack Markers (Blank VPR)	462972	1 Sheet (10 Stickers)	3/16/94
Large Dump Bin Display	462981	1	Immediately
Small Dump Bin Display	462990	1	Immediately
3-Way Dump Bin Display	463002	1	Immediately
Temporary Counter Display	463011	1	Immediately
90-Carton Floor Display	463020	1	Immediately
Dimension 4 Promo Display (Corrugated)	458131	1	Immediately

Samples of each of the "Special Offer" Point-of-Sale pieces will be forthcoming to each region office. POS pieces are not brand specific. Banding tape, pack markers and displays will not be included in this sample shipment. All items are available in SKU packing of one (1) to facilitate shipments in a customized kit format directly to each participating store, thus eliminating the need for Sales Rep delivery.

In order to insure timely and efficient usage of these resources, please note the following guidelines established for field usage:

- It is in your best interest to keep POS kits simple in nature. Since kits will be shipped directly to the store, communication with store personnel prior to shipment is essential.

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

- Attempt to order the same POS supplies to all stores in a chain.

- Allow sufficient time to have POS kits prepared and delivered from Winston-Salem. Four week lead-time is necessary for custom orders.

- Use "future order" capability in SMS to ensure desired delivery date. By scheduling 4 weeks in advance, your order will be shipped on an "on-time" basis.

- Eliminate administration time in order processing by using general shipment location (function 540) and general shipment functions 422 or 425. These functions may be used for chains and independents. See Exhibit A for greater detail.

- Prepare orders for shipments directly to retail outlets whenever possible to avoid sales rep's involvement.

- Pre-planning is essential to eliminate "rush orders", "ship today" and "air shipments". Due to the size of individual shipments, freight can outweigh the cost of materials in these circumstances.

- When you prepare and complete a chain shipment via function 540, please contact Materials Operations so that orders may be grouped at GATX for preparation and shipment. Program contacts for order processing are: Wanda Snow (3325), Geraldine Nicks (3328), Gary Overfelt (0460)

Please note the Master Copy of the Co-Marketing Promotional Point-of-Sale Order Form" marked Exhibit B is an Excel document (*GWO1.xls*). This form was created for your optional usage at the Regional Operations Unit to assist the field in organizing their orders to you. Hopefully, it will also assist in the keypunch of orders. Please feel free to modify as you see fit.

The Merchandising Hotline (1-800-852-8015, ext. 0457) remains available to answer any related questions. Good luck in the successful implementation of your Co-Marketing efforts.

Program contacts:	(Co-Marketing Program)	R. B. Grout (2196), Mike Buckler (1625), Tom Sullivan (2572)
	(POS Materials)	K. B. Hedrick (2530), J. M. McLaurin (4382)

R. J. REYNOLDS TOBACCO COMPANY

Attachment (See GWO1.xls)
M-1

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

EXHIBIT A

ORDER PROCESSING FOR CO MARKETING ACCRUAL PROGRAM

To assist in the ordering of Co Marketing Accrual POS Materials, **from your Regional Operations Unit**, the following SMS functions can be used:

- **SMS Function 402 - Standard Order Processing for orders to:**
  Account Number (SIS Account Number)
  Division Number (Reg/Div. Number)
  Territory Number (Sales Rep outside storage location)

- **SMS Function 540 - General Shipment Locator Module**
  Builds a locator list of SIS retail accounts to process orders by a Region, Division, Territory, or Chain Account.

- **SMS Function 422 - General Shipment Same Qty Batch Release**
  Processes all orders, to all retail accounts in a locator built in function 540, with the same quantity of items to each location.

- **SMS Function 425 - Different Quantities**
  Processes all orders, to all retail accounts in a locator built in function 540, with different quantities of items to each location.

Complete instructions, for the above processes, can be found in the SMS user guide, under the function number heading, located at each Region Operations Unit.

Additionally, you can use the function **"Copy An Order"**, in function 402, which will expedite the keying of item numbers and quantities on orders requiring the same components. Orders can be processed to the same address or a new address.

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

EXHIBIT B

CO-MARKETING PROMOTIONAL POINT-OF-SALE ORDER FORM

DATE: ___/___/___ ORIGINATOR: _____

DIVISION: _____

TERRITORY: _____

SHIP TO INFORMATION:

STORE/CHAIN NAME: _____

CHAIN ACCOUNT ID: _ _ _ _ _ - _ _ _ - _ _ _

SIS ACCOUNT NO: _ _ _ _ _ _ _

TERRITORY NO: _ _ _ _ _ _ _

DIVISION NO: _ _ _ _

WEEK OF

DELIVERY DATE: ___/___/___

DELIVERY DATE: ___/___/___

DELIVERY DATE: ___/___/___

DELIVERY DATE: ___/___/___

SPECIAL INSTRUCTIONS: _____

_____

POS SUPPLIES

DESCRIPTION	Sku Pk.	Item #	Qty.
Counter Display Riser Card	1	463131	
Dump Bin Riser Card	1	462942	
Small PPD Card	1	462891	
Channel Strip	1	462900	
24" Pack Merchandiser Card	1	462912	
19" Canopy Card	1	462921	
Small Vertical Paster	1	462930	
Folded Shelf Strip	1	462951	
Extra Large Paster	1	463185	
Pole Pricer	1	463032	

SPECIAL NOTES

- Allow additional ship time for preparation of POS kits.
- Ship directly to store when possible.
- Individual POS kits are packed for each store.

BANDING TAPE/PACK MARKERS

DESCRIPTION	Sku Pk.	Item #	Qty.	
2 Pk/3 Pk Banding Tape	1 Sheet	462960		(10 Stickers Per Sheet)
Removeable Pk Markers (Blank VPR)	1 Sheet	462972		(10 Stickers Per Sheet)

DISPLAYS

DESCRIPTION	Sku Pk.	Item #	Qty.
Large Dump Bin Display	1	462981	
Small Dump Bin Display	1	462990	
3-Way Dump Bin Display	1	463002	
Temporary Counter Display	1	463011	
90-Carton Floor Display	1	463020	
Dimension 4 Corrugated Promo Display	1	458131	

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gwo1.xls

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

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CO-MARKETING PROMOTIONAL POINT-OF-SALE ORDER FORM

DATE: ___/___/___ ORIGINATOR: _____

DIVISION: _____

TERRITORY: _____

SHIP TO INFORMATION:

STORE/CHAIN NAME: _____

CHAIN ACCOUNT ID: ___-___-___

SIS ACCOUNT NO: _____

TERRITORY NO: _____

DIVISION NO: _____

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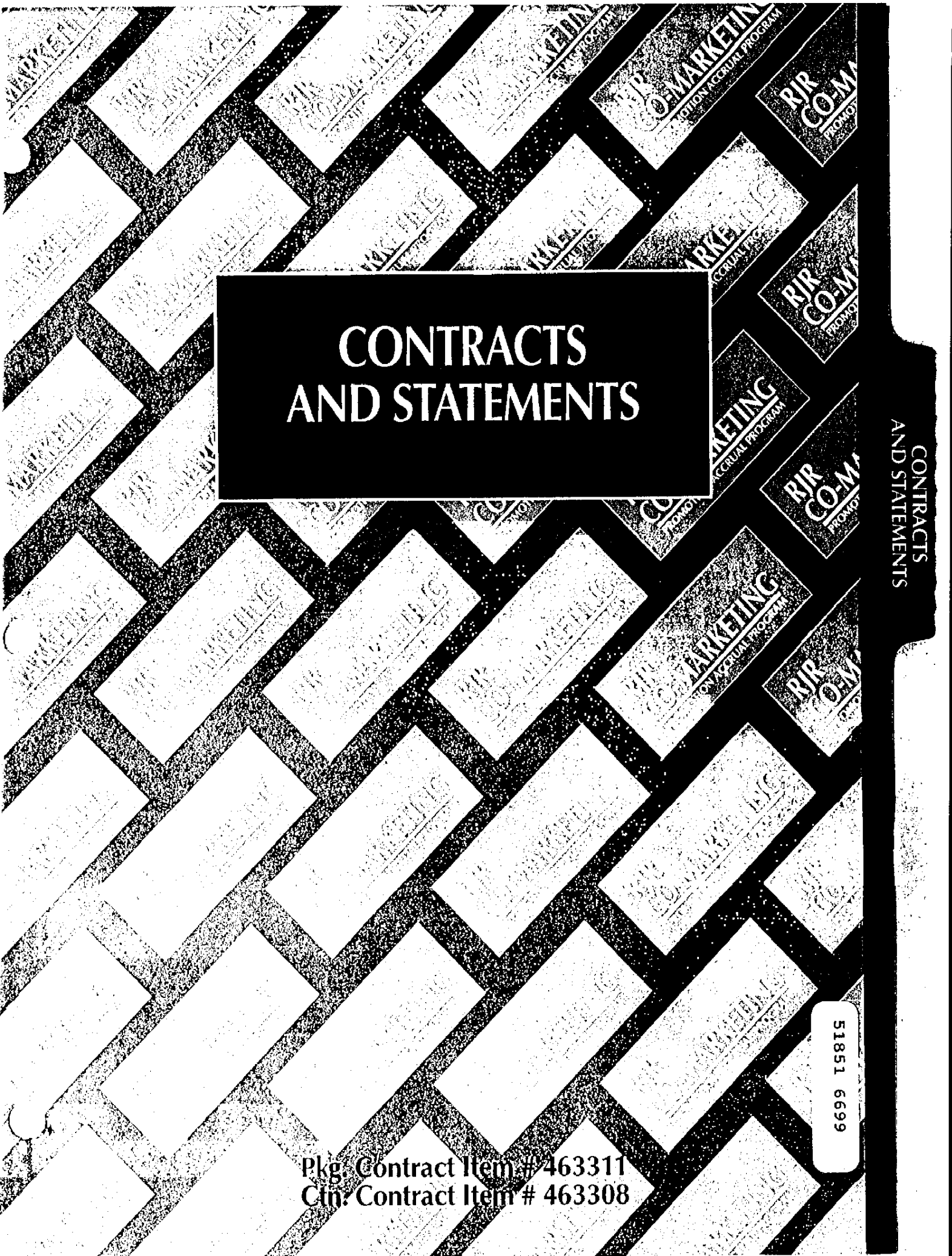
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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000



Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

February 3, 1994

TO ALL REGIONAL OPERATIONS MANAGERS

RE: CO-MARKETING PROMOTION ACCRUAL PROGRAM CONTRACTS
PACK AND CARTON OUTLETS (Packed 25/SKU)

Please note the following contracts for both Pack and Carton Outlets as they pertain to the Co-Marketing Promotional Accrual Program. Attachments may be utilized as master copies if needed for retail presentations. Triplicate copies of the Pack Outlet (commodity # 463311) and Carton Outlet (commodity # 463308) contracts will be available for order in the Sales Materials System by February 20, 1994.

It is very important to utilize the same methodology as was utilized in determining the RJR merchandising contracts when signing the Co-Marketing Promotion Accrual program. Retail targeting should be discussed with your Regional Manager prior to retail commitment to secure necessary funding.

SIS Designations

Pack Outlets

Type	Plan	Units/Rows	Rate
CMFPK	A	1	$24
CMFPK	B	1	$34
CMFPK	C	1	$46
CMFPK	D	1	$60
CMFPK	E	1	$78
CMFPKRJR	A	1	$36
CMFPKRJR	B	1	$51
CMFPKRJR	C	1	$69
CMFPKRJR	D	1	$90
CMFPKRJR	E	1	$117

Carton Outlets

Type	Plan	Units/Rows	Rate
CMFCT	B	1	$36
CMFCT	C	1	$56
CMFCT	D	1	$84
CMFCTRJR	B	1	$54
CMFCTRJR	C	1	$84
CMFCTRJR	D	1	$126

Only one type and plan may be entered for each participating retail account. Retailer match monies, although not accrued by RJR, will be applicable when RJR pays the promotion costs following the successful completion of the Co-Marketing promotion. For retailers that participate in the RJR Co-Marketing Promotion Accrual with the Retailer/RJR Match option, RJR will reimburse the account at the Option 1 rate (if spent) and 50% of the cost above the Option 1 rate to reflect the Retailer contribution.

Full details will be forwarded to you to communicate the Systems support and associated Point-of-Sale items for the Co-Marketing Promotion Accrual Program in the near future. Please utilize the Merchandising Hot Line (1-800-852-8015, ext. 0457) should any questions arise pertaining to the Co-Marketing Promotional Accrual. Good selling!

Program contacts: T. J. Sullivan (2572), R. B. Grout (2196), M. L. Buckler (1625)

R. J. REYNOLDS TOBACCO COMPANY

M-1
Attachments

51851 6700

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

R. J. REYNOLDS TOBACCO COMPANY
CO-MARKETING PROMOTION ACCRUAL CONTRACT - PACK OUTLET

R. J. Reynolds Tobacco Company ("RJR") is pleased to announce a Co-Marketing Promotion Accrual Program effective January 1, 1994. The Co-Marketing Promotion Accrual Program is available for participating retailers to utilize in promoting selected RJR Full Price brands and is designed to allow customization of promotions. Program eligibility is available to Retail accounts that meet the following criteria:

- 51% or more total industry volume by the pack.
- 76+ cartons sold per week.
- Distribution of all RJR brands in all price tiers as required.
- Participation in Full Price Display, Savings Display, and Enhanced Presence/Signage Merchandising Elements as designated by an RJR Representative.

51851 6701

PROGRAM OPTIONS:

Option 1 • RJR Co-Marketing Promotion Accrual - monthly accrual based on industry volume grid.
Option 2 • RJR Co-Marketing Promotion Accrual with Retailer/RJR Match - monthly accrual with additional Retailer/RJR Match funds based on industry volume grid.

ACCRUAL AS FOLLOWS:

MONTHLY ACCRUAL CALCULATION					
OPTION 1	A	B	C	D	E
Average Industry Volume	76 - 99	100 - 149	150 - 199	200 - 249	250+
RJR Co-Marketing Promotion Accrual	$24	$34	$46	$60	$78

MONTHLY ACCRUAL CALCULATION					
OPTION 2	A	B	C	D	E
Average Industry Volume	76 - 99	100 - 149	150 - 199	200 - 249	250+
Retailer Match	$12	$17	$23	$30	$39
RJR Match/Co-Marketing Promotion Accrual	$36	$51	$69	$90	$117
TOTAL ACCRUAL	**$48**	**$68**	**$92**	**$120**	**$156**

PROGRAM OPTION REQUIREMENTS:

OPTION 1

- Accrual process will begin on contract signing date if prior to the 15th day of the month. Sign up after the 15th day of the month will start accrual the following month.
- Co-Marketing Promotion Accrual funds are to be utilized to promote selected RJR Full Price brands as designated by an RJR Representative.
- All promotions require approval by RJR prior to implementation.
- Retailer reimbursement will occur as soon as practicable following successful completion of the subject pre-approved RJR Co-Marketing promotion.
- RJR Promotion Dollar Liability is limited to the allocated dollar amount of Co-Marketing Promotion Accrual as designated by RJR.
- Co-Marketing Promotion Accrual funds will be accrued by the month. Funds accrued during one calendar quarter are available for use in the immediately following calendar quarter.
- Co-Marketing Promotion Accrual funds available for use during a quarter, but not utilized by the end of such period will revert to RJR. Funds may not be carried over to a subsequent quarter.

OPTION 2

- All requirements/benefits stated in Option 1 are applicable to Option 2.
- Retailer must provide matching funds in an amount equal to 50% of Option 1 rate. Retailer match dollars are utilized in the same manner as Option 1 funds and are payable not later than individual promotion completion.
- RJR will provide additional funds in an amount equal to Retailer Match monies. RJR Match monies will be accrued on a monthly basis and are available for use on the same basis as the Option 1 funds.

ADDITIONAL REQUIREMENTS

- Co-Marketing Promotion Accrual Program is available for qualifying retailers through December 31, 1994.
- Display size, quantity, promotional timeframe, and promotional type will be approved by an RJR Representative.
- Promotional advertising associated with RJR Full Price brands will be affixed to, or above each display, as approved by an RJR Representative.
- Retailer will not permit advertising of any kind, including that relating to retailers own products, to be affixed to RJR displays (temporary and/or permanent) without prior consent of RJR.
- Retailer agrees to maintain RJR displays and signage (temporary and/or permanent) in an unobstructed manner, in the location agreed upon by an RJR Representative. Changes in location of displays, or effectiveness of display location, will terminate this agreement.
- Retailer will provide RJR equal opportunity with its competitors to place temporary displays and temporary price/promotion signs as requested by an RJR Representative.
- Retailer further agrees that restricting RJR's ability to display, promote or distribute RJR brands, or the ability to compete equally with other tobacco companies in all areas at retail, will result in termination of this contract.
- Retailer will permit RJR to make reasonable audits of performance and to inspect and rotate RJR products.
- RJR reserves the right to modify or terminate this contract after notice to retailer. In the event of failure of performance by the retailer, this contract may be terminated by RJR forthwith and without notice.

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

R. J. REYNOLDS TOBACCO COMPANY
CO-MARKETING PROMOTION ACCRUAL CONTRACT - PACK OUTLET

R. J. Reynolds Tobacco Company will make payments by check as soon as practicable upon completion of designated promotion(s). Accruals will be made for stores rendering full performance during a quarter, and on a pro rata basis for stores rendering performance for less than one full quarter but more than one calendar month. Retailer will not deduct amounts due under contract from invoices due RJR. However, R. J. Reynolds Tobacco Company may withhold payment from the retailer if the retailer fails to provide R. J. Reynolds Tobacco Company with sufficient correct information to issue a Form 1099 to the retailer for any taxable year covered by this agreement. In the case of an individual proprietorship, this sufficient correct information is his individual name and either his social security number or employer identification number for his sole proprietorship. In addition to the retailer's individual name, he may also provide his business name for the sole proprietorship, provided his individual name is listed before the business name. He may not furnish only the business name. With respect to partnerships, estates, trusts, and similiar entities, this information is the entity's or retailer's employer identification number as it appears on the partnership's Form 8501 (I.R.S. Form Number). As soon as the applicable information is provided to and processed by R. J. Reynolds Tobacco Company, it will release any such withheld payments to the retailer. This portion of the provision does not apply if the retailer is a corporation.

We/I the undersigned and R. J. Reynolds Tobacco Company, by signing below, thereby agree, for the type plan and stores designated below, to the terms and conditions of R. J. Reynolds Tobacco Company Co-Marketing Promotion Accrual Program, dated January 1, 1994.

Is your organization a corporation, government agency, or tax exempt? ☐ YES ☐ NO

If no, enter your name as shown on your Social Security Card and TIN in the applicable space provided below:

Individual Name: _____

Individual Proprietorship: ___ ___ ___ - ___ ___ - ___ ___ ___ ___ (Social Security Number) or Partnership: ___ ___ - ___ ___ ___ ___ ___ ___ ___ (Employer ID Number)

Store Name (Please Print) _____ RJR Account No. _____

Street Address _____ RJR Territory No. _____

_____

City/State _____ Zip Code _____

Call Classification _____ Branch (If Chain) _____

CIRCLE CORRECT PLAN UNDER APPROPRIATE WEEKLY INDUSTRY VOLUME CATEGORY

OPTION 1	A 76 - 99	B 100 - 149	C 150 - 199	D 200 - 249	E 250+
Co-Marketing Promotion Accrual	$24	$34	$46	$60	$78
OPTION 2	**A 76 - 99**	**B 100 - 149**	**C 150 - 199**	**D 200 - 249**	**E 250+**
RJR Match/Co-Marketing Promotion Accrual	$36	$51	$69	$90	$117

	CO-MKTG TYPE(S)	CO-MKTG PLANS	NUMBER OF QUALIFYING STORES	MONTHLY RATE	TOTAL QUARTERLY DOLLAR AMOUNT
OPTION 1	CMFPK				
	CMFPK				
OPTION 2	CMFPKRJR				
	CMFPKRJR			TOTAL	

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_____ Date Contract Signed

Retailer's Signature _____

Title: _____

R. J. REYNOLDS TOBACCO COMPANY

_____ Contract Effective Date

By: _____

	FUNCTION	CONTRACT TYPE	PLAN	UNITS	EFFECTIVE
Function					
A = ADD					
E = END					
D = DELETE					
C = CHANGE					

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

R. J. REYNOLDS TOBACCO COMPANY
CO-MARKETING PROMOTION ACCRUAL CONTRACT - CARTON OUTLET

R. J. Reynolds Tobacco Company ("RJR") is pleased to announce a Co-Marketing Promotion Accrual Program effective January 1, 1994. The Co-Marketing Promotion Accrual Program is available for participating retailers to utilize in promoting selected RJR Full Price brands and is designed to allow customization of promotions. Program eligibility is available to Retail accounts that meet the following criteria:

- 51% or more total industry volume by the carton.
- 225+ cartons sold per week.
- Distribution of all RJR brands in all price tiers as required.
- Participation in Full Price Carton Display/Signage, Savings Carton Display/Signage, and Package Merchandising Elements as designated by an RJR Representative.

PROGRAM OPTIONS:

Option 1 • RJR Co-Marketing Promotion Accrual - monthly accrual based on industry volume grid.
Option 2 • RJR Co-Marketing Promotion Accrual with Retailer/RJR Match - monthly accrual with additional Retailer/RJR Match funds based on industry volume grid.

ACCRUAL AS FOLLOWS:

MONTHLY ACCRUAL CALCULATION			
OPTION 1	B	C	D
Average Industry Volume	225 - 299	300 - 499	500+
RJR Co-Marketing Promotion Accrual	$36	$56	$84

MONTHLY ACCRUAL CALCULATION			
OPTION 2	B	C	D
Average Industry Volume	225 - 299	300 - 499	500+
Retailer Match	$18	$28	$42
RJR Match/Co-Marketing Promotion Accrual	$54	$84	$126
TOTAL ACCRUAL	**$72**	**$112**	**$168**

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PROGRAM OPTION REQUIREMENTS:

OPTION 1

- Accrual process will begin on contract signing date if prior to the 15th day of the month. Sign up after the 15th day of the month will start accrual the following month.
- Co-Marketing Promotion Accrual funds are to be utilized to promote selected RJR Full Price brands as designated by an RJR Representative.
- All promotions require approval by RJR prior to implementation.
- Retailer reimbursement will occur as soon as practicable following successful completion of the subject pre-approved RJR Co-Marketing promotion.
- RJR Promotion Dollar Liability is limited to the allocated dollar amount of Co-Marketing Promotion Accrual as designated by RJR.
- Co-Marketing Promotion Accrual funds will be accrued by the month. Funds accrued during one calendar quarter are available for use in the immediately following calendar quarter.
- Co-Marketing Promotion Accrual funds available for use during a quarter, but not utilized by the end of such period will revert to RJR. Funds may not be carried over to a subsequent quarter.

OPTION 2

- All requirements/benefits stated in Option 1 are applicable to Option 2.
- Retailer must provide matching funds in an amount equal to 50% of Option 1 rate. Retailer match dollars are utilized in the same manner as Option 1 funds and are payable not later than individual promotion completion.
- RJR will provide additional funds in an amount equal to Retailer Match monies. RJR Match monies will be accrued on a monthly basis and are available for use on the same basis as the Option 1 funds.

ADDITIONAL REQUIREMENTS

- Co-Marketing Promotion Accrual Program is available for qualifying retailers through December 31, 1994.
- Display size, quantity, promotional timeframe, and promotional type will be approved by an RJR Representative.
- Promotional advertising associated with RJR Full Price brands will be affixed to, or above each display, as approved by an RJR Representative.
- Retailer will not permit advertising of any kind, including that relating to retailers own products, to be affixed to RJR displays (temporary and/or permanent) without prior consent of RJR.
- Retailer agrees to maintain RJR displays and signage (temporary and/or permanent) in an unobstructed manner, in the location agreed upon by an RJR Representative. Changes in location of displays, or effectiveness of display location, will terminate this agreement.
- Retailer will provide RJR equal opportunity with its competitors to place temporary displays and temporary price/promotion signs as requested by an RJR Representative.
- Retailer further agrees that restricting RJR's ability to display, promote or distribute RJR brands, or the ability to compete equally with other tobacco companies in all areas at retail, will result in termination of this contract.
- Retailer will permit RJR to make reasonable audits of performance and to inspect and rotate RJR products.
- RJR reserves the right to modify or terminate this contract after notice to retailer. In the event of failure of performance by the retailer, this contract may be terminated by RJR forthwith and without notice.

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

R. J. REYNOLDS TOBACCO COMPANY
CO-MARKETING PROMOTION ACCRUAL CONTRACT - CARTON OUTLET

R. J. Reynolds Tobacco Company will make payments by check as soon as practicable upon completion of designated promotion(s). Accruals will be made for stores rendering full performance during a quarter, and on a pro rata basis for stores rendering performance for less than one full quarter but more than one calendar month. Retailer will not deduct amounts due under contract from invoices due RJR. However, R. J. Reynolds Tobacco Company may withhold payment from the retailer if the retailer fails to provide R. J. Reynolds Tobacco Company with sufficient correct information to issue a Form 1099 to the retailer for any taxable year covered by this agreement. In the case of an individual proprietorship, this sufficient correct information is his individual name and either his social security number or employer identification number for his sole proprietorship. In addition to the retailer's individual name, he may also provide his business name for the sole proprietorship, provided his individual name is listed before the business name. He may not furnish only the business name. With respect to partnerships, estates, trusts, and similiar entities, this information is the entity's or retailer's employer identification number as it appears on the partnership's Form 8501 (I.R.S. Form Number). As soon as the applicable information is provided to and processed by R. J. Reynolds Tobacco Company, it will release any such withheld payments to the retailer. This portion of the provision does not apply if the retailer is a corporation.

We/I the undersigned and R. J. Reynolds Tobacco Company, by signing below, thereby agree, for the type plan and stores designated below, to the terms and conditions of R. J. Reynolds Tobacco Company Co-Marketing Promotion Accrual Program, dated January 1, 1994.

Is your organization a corporation, government agency, or tax exempt? ☐ YES ☐ NO

If no, enter your name as shown on your Social Security Card and TIN in the applicable space provided below:

Individual Name: _____

Individual Proprietorship: ___ ___ ___ - ___ ___ - ___ ___ ___ ___ (Social Security Number) or Partnership: ___ ___ - ___ ___ ___ ___ ___ ___ ___ (Employer ID Number)

Store Name (Please Print) _____ RJR Account No. _____

Street Address _____ RJR Territory No. _____

_____

City/State _____ Zip Code _____

Call Classification _____ Branch (If Chain) _____

CIRCLE CORRECT PLAN UNDER APPROPRIATE WEEKLY INDUSTRY VOLUME CATEGORY

OPTION 1	B 225 - 299	C 300 - 499	D 500+
Co-Marketing Promotion Accrual	$36	$56	$84
OPTION 2	**B 225 - 299**	**C 300 - 499**	**D 500+**
RJR Match/Co-Marketing Promotion Accrual	$54	$84	$126

	CO-MKTG TYPE(S)	CO-MKTG PLANS	NUMBER OF QUALIFYING STORES	MONTHLY RATE	TOTAL QUARTERLY DOLLAR AMOUNT
OPTION 1	CMFCT				
	CMFCT				
OPTION 2	CMFCTRJR				
	CMFCTRJR			TOTAL	

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_____ Date Contract Signed

Retailer's Signature _____

Title: _____

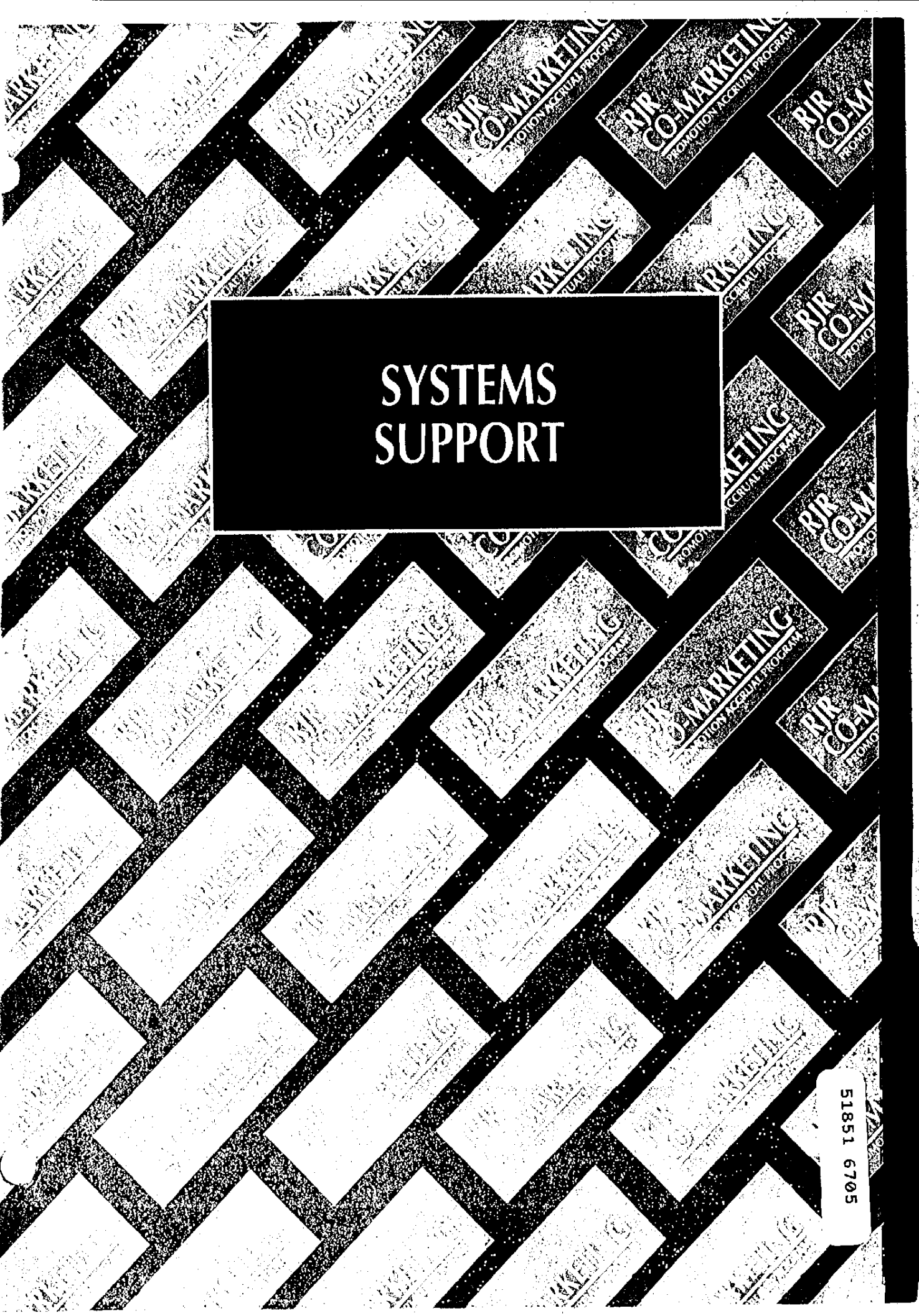
R. J. REYNOLDS TOBACCO COMPANY

_____ Contract Effective Date

By: _____

	FUNCTION	CONTRACT TYPE	PLAN	UNITS	EFFECTIVE
Function					
A = ADD					
E = END					
D = DELETE					
C = CHANGE					

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000



SYSTEMS SUPPORT

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

RJR Co-Marketing Promotion Accrual Program

RJ Reynolds
Tobacco Company

51851 6706

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

RJR Co-Marketing Promotion Accrual Program
Overview:

- **Promotional spending targets Full-Price brands, integrating RJR merchandising and promotional strengths**
- **Provides Retailer / RJR promotion flexibility for maximum local marketplace impact**
- **Jointly planned promotions offer point-of-difference for account specific, business building promotions**
- **Retailer executed promotions offer maximum flexibility to focus on local opportunities**

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

RJR Co-Marketing Promotion Accrual Program
Highlights:

- **RJR Co-Marketing Program Funding**
  - ***Base rate available to qualifying retailers***
  - ***Retailer / RJR Match Option***
- **Qualifying retailers to accrue incremental promotional dollars each month**
- **Funds are earned by month - executed by quarter - reimbursements paid upon completion of promotions**
- **Promotion Examples: Buydowns, Multi-Pack offers, Coffee, Beverage, Gas, Sandwich offers, Other unique retailer specific Offers**
- **Support Materials: POS with local emphasis; Standard / generic RJR-supplied point-of-sale materials**
- **Promotional support for Full Price Brands only**

518SI 6708

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

RJR Co-Marketing Program
Carton Outlets

- **Must participate in RJR Merchandising Programs to qualify**
  Maintain Key Priorities
  - ***Package Merchandising***
  - ***Savings Cartons with Price Signage***
  - ***Full Price Cartons with Price Signage***
- **Price point representation, distribution, promotion requirements per contracts**
- **RJR cannot be placed at a competitive disadvantage**
- **All of the above must be present to qualify for the co-marketing agreement**

Monthly Accrual Dollars

Avg Wkly Industry Volume	*RJR Co-Mktg Accrual*	*Retailer Match*	*RJR Match*	*Maximum Promotional Accrual*
225-299	S36	S18	S18	S72
300-499	S56	S28	S28	S112
500+	S84	S42	S42	S168

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

RJR Co-Marketing Program
Package Outlets

- **Must participate in RJR Merchandising Programs to qualify**
  Maintain Base Elements
  - ***Full Price Display***
  - ***Savings Display***
  - ***Enhanced Presence/Signage***
- **Price point representation, distribution, promotion requirements per contracts**
- **RJR cannot be placed at a competitive disadvantage**
- **All of the above must be present to qualify for the co-marketing agreement**

Monthly Accrual Dollars

Avg Wkly Industry Volume	*RJR Co-Mktg Accrual*	*Retailer Match*	*RJR Match*	*Maximum Promotional Accrual*
76-99	S24	S12	S12	S48
100-149	S34	S17	S17	S68
150-199	S46	S23	S23	S92
200-249	S60	S30	S30	S120
250+	S78	S39	S39	S156

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

RJR Co-Marketing Program

Program Benefits :

- **RJR involvement in planning brand choices and promotion cycles**
- **Retailer selects type of promotion focused on specific business building opportunities**
- **Promotions are targeted for maximum incremental $ales impact at retail**

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

RJR Co-Marketing Program

Benefits of Retailer / RJR Match :

- **Longer promotion cycle**
- **Higher perceived value**
- **Increased promotional focus / creativity**
- **Greater point of difference vs. other participating retailers**
- **MultiBrand promotion potential**
- **Additional promotional resources**

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

Co-Marketing Promotion
Funding Summary - Carton Outlets

Customer Name:

Monthly Accrual Dollars

Avg Wkly Industry Volume	*Number of Stores*	*RJR Co-Mktg Accrual*	*Retailer Match*	*RJR Match*	*Maximum Promotional Accrual*
225-299					
300-499					
500+					
Total					

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

Co-Marketing Promotion
Funding Summary - Package Outlets

Customer Name:

Monthly Accrual Dollars

Avg Wkly Industry Volume	*Number of Stores*	*RJR Co-Mktg Accrual*	*Retailer Match*	*RJR Match*	*Maximum Promotional Accrual*
76-99					
100-149					
150-199					
200-249					
250+					
Total					

518S1 6714

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

RJR Partnership in Category Management

- RJR will continue to assist in the management of your total cigarette category
- RJR has the fixtures and ability to maximize your merchandising impact
- RJR's *Co-Marketing Promotion Accrual Program* is focused on partnership and Win-Win promotional plan to build business
- RJR has the tools, programs and expertise to help you optimize your cigarette profits

RJ Reynolds Tobacco Company

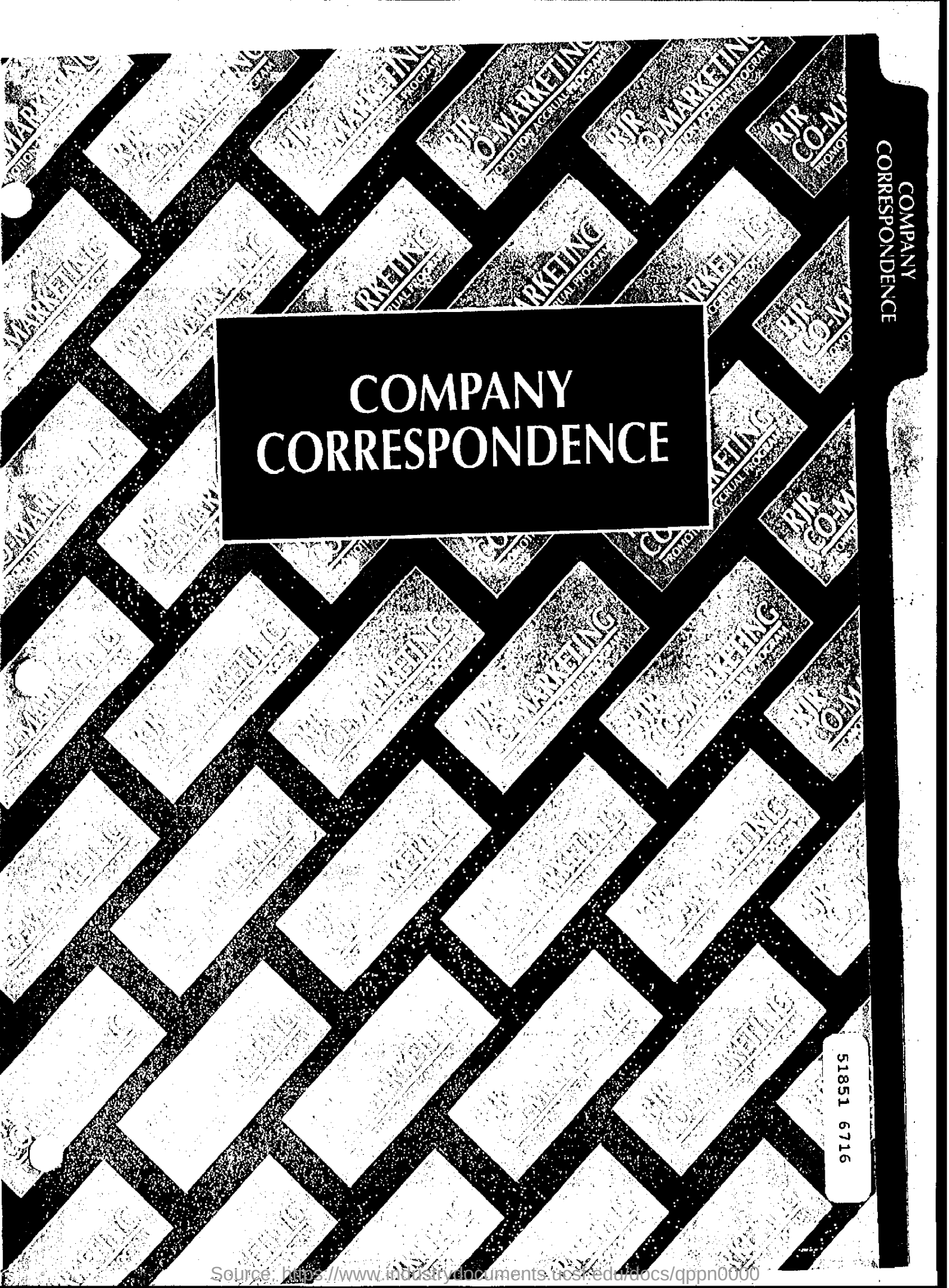
We Work for Smokers

We Appreciate Your Business

* RJRT Jan. 1994

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000



COMPANY
CORRESPONDENCE

51851 6716

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

FSC-23

January 21, 1994

TO ALL REGION OPERATIONS MANAGERS
(For your distribution to appropriate management)

RE: CO-MARKETING PROMOTION ACCRUAL PROGRAM
FOLLOW-UP QUESTIONS AND ANSWERS

In follow-up to the Co-Marketing Promotion Accrual Program presented at our Annual Sales Conference, please note the follow "Question and Answer" supplement. This hard copy should be placed in the Merchandising/Distribution tab of your meeting binder for future reference. It may also assist you in communicating the program at your upcoming annual meetings.

Additional support materials pertaining to budget distribution and systems support are forthcoming and will be sent to your attention upon finalization in Winston-Salem. Please feel free to utilize the Merchandising Hot Line (1-800-852-8015, ext 0457) should additional questions arise.

MERCHANDISING DEPARTMENT

M-1

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

CO-MARKETING PROMOTION ACCRUAL
FOLLOW-UP Q & A

Q What is the definition of "price point representation" in the Co-Marketing requirements?

A RJR must have equal price representation in all price tiers — both Full Price and Low Price. RJR must be at the everyday low price — particularly at the lowest tier. If RJR does not have representation the account does not qualify for co-marketing. RJR must also have the opportunity to match competitive offers if promotions or buy downs are utilized by our competition.

Q Will Field Sales have the option to pay for more than one promotion during a quarter in a given account?

A It is important for the field to schedule a single promotion event for each participating quarter. In this way a promotion can be flighted within the planned promotion schedule to gain maximum impact with a definite start date and promotion period. However, it may be appropriate to schedule more than one brand (menthol and non-menthol alternative) or different brands in different stores within a chain. In these cases, the field will have the flexibility to pay for more than one brand promotion within the scheduled event. Attempts to schedule more than one Co-Marketing event are not recommended because they could conflict with other planned work plan activity.

Q Can cartons be promoted with the Co-Marketing Promotion Accrual?

A There is nothing to prohibit working carton offers. However, it is in RJR's best interest to concentrate on pack offers to facilitate consumer trial and conversion.

Q What is the preferred "pack count" on pack promotions?

A We would prefer to work promotions on single packs or 2-pack offers to insure maximum consumer participation and retail movement. In many areas, 3-pack offers may get too expensive to generate trial.

(over)

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

Q As many supermarkets are going to non self-service, what merchandising scenarios provide RJR the best Co-Marketing opportunity?

A Supermarkets must have packs on self-service in order to qualify for the Co-Marketing fund. It is extremely difficult to communicate our offers or facilitate follow-up purchase in non self-service pack scenarios.

Q Is the Co-Marketing Promotion Accrual available to Cigarette Outlets?

A No. The present program structure will not support the addition of Cigarette Outlets. As program feasibility is still under consideration, the Cigarette Outlet trade segment would require a different grid from those presently communicated.

Q Will non-compliance of merchandising contracts affect the Co-Marketing fund?

A The Co-Marketing Accrual will not have a separate compliance feature. If an account chooses to cancel a merchandising element that is required to participate in the Co-Marketing Program, the Co-Marketing Contract should also be ended at the same time.

Q How long should a Co-Marketing promotional event run at retail?

A Times may vary based on the size of the accrual and the cost of the flighted promotion. Four (4) weeks is a good benchmark. Promotions running any longer may overlap National Workplan activities, thus causing confusion at retail.

Q How can a retailer add value to an RJR Co-Marketing Promotion?

A There are many methods a retailer may choose to add value. Although not all-inclusive, some examples might be:

- Using retailer generated point-of-sale
- Implementing "Clerk Incentive" programs
- Adding promotion to Flyer

(over)

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

Q How should the Co-Marketing contract be administered to a chain or independent when assigning a volume grid?

A We should use the same methodology in determining the appropriate Co-Marketing volume grid as we used in assigning the Merchandising Contract. Consistency is of utmost importance.

Q How will the Co-Marketing budget be distributed?

A Budgets will be distributed to the regions based on account pay points and by geographic areas. The only exception to this will be the calls managed by the National Accounts Managers who will control the budgets for their assigned headquarter points.

Q Should RJR offer to assist retailers in Co-Marketing with Value-Added support via a direct account?

A No. RJR should sell Co-Marketing on a turnkey basis with the retailer only. RJR Field Sales involvement should be minimized in all circumstances.

Q How should Co-Marketing be targeted to Chains and Independents?

A The Co-Marketing Program should be targeted based on business-building opportunities for RJR. It makes no difference whether that opportunity lies in a chain or independent.

Q How long is funding for the Co-Marketing Promotion Accrual Program guaranteed?

A As noted on the contracts, funding is guaranteed through the calendar year 1994. Funds accrued during 4th Quarter 1994 will be utilized in 1st Quarter 1995. RJR will have the right to renew based on the effectiveness of the program in building RJR Full Price business.

(over)

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

Q How will RJR reimburse accounts that participate in the Retailer/RJR Match option?

A To insure fair and equitable treatment, RJR will guarantee full reimbursement of the Base rate. Promotional costs beyond the Co-Marketing Base rate will be split 50/50 between RJR and the retailer. For example:

Joe's Market participates in the Retailer/RJR Match option. Based on Average Industry Volume of 210 cartons per week, the store accrues:

Co-Marketing Promotion Accrual (Base rate)	=	$60/month
Retailer Match (funded by retailer)	=	$30/month
RJR Match	=	$30/month
Total Accrual	=	$120/month
		$360/quarter

Promotion costs are finalized at $280.

RJR would pay Joe's Market a draft for $230
RJR's liability is $180 for the Base rate plus 50% of the costs above the Base rate (50% of $100 = $50).

The Retailer's promotional costs amount to $50 (50% of $100).

Q Since the Region will serve as the clearing house for field generated new promotional ideas, who should the Regional Sales Manager and/or Regional Operations Manager contact in Winston-Salem to discuss new promotional concepts?

A The first line of contact for the field is the Region Operations Manager. The Region should contact the Director of Operations for their respective area to discuss any promotional ideas in which additional information may become necessary. This process may only be applicable to promotion concepts that are outside the parameters of traditional methods.

51851 6721

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

Co-Marketing Promotion Accrual
Q & A

Q. Can adjustments be made to volume levels during the program?

A. Adjustments cannot be made during a quarter — only at end of a quarterly period for the following quarter.

Q. Are there exceptions to carryover of accrual funds?

A. No. There is no carryover of accrual funds.

Q. What happens to co-marketing promotion accrual funds not utilized by retailer?

A. Unused funds revert back to RJR at the end of the quarterly promotion cycle.

Q. Will retailers be charged for POS costs in addition to promotion costs associated with a promotion event?

A. No. At this time, RJR POS costs are not included as part of the promotion accrual cost. Special RJR POS could be charged at a later date.

Q. Can I use co-marketing funds to promote savings brands?

A. No. Co-marketing funds should be targeted to RJR full price brands, specifically full price styles that offer us opportunities for trial and conversion as well as franchise retention.

51851 6722

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

Q. How do I keep track of the co-marketing promotion accrual and what I have spent against it throughout the year?

A. An accrual statement is currently under development that will track your accrual for you. The statement will reside in the Temporary Payment System and will debit the fund each time a draft or voucher is charged against the payment screen for a particular account. You will be able to request this statement based on Sales Level, Chain ID, or SIS number depending on the level of information you require.

Q. How will I pay for a promotion after it is completed at retail?

A. You will pay with either a draft or a voucher in the same manner you currently pay for a temporary display. Handheld screens and office PC screens will be available in the Temporary Payment System in order for you to affect retail payments.

Q. How can I insure the retailer does his part in executing a co-marketing promotion?

A. It is critical that both RJR and the retailer understand their respective roles in executing a co-marketing promotion at retail. It is for this reason that we are developing a Retailer Agreement Form that should be completed and signed by both parties prior to running the promotion.

Q. How does a retailer reimburse RJR if he agrees to the Retailer Match option?

A. Field Sales negotiates the retailer match with the retailer.

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

Q. What types of promotions can I implement with the co-marketing program?

A. Individual promotional programs will be determined in the field based on your account knowledge and retail input. In initial stages, it may be most favorable to keep the promotion as simple as possible.

Q. What happens to co-marketing funds accrued during 4th Quarter 1994?

A. These funds will be available for use during 1st Quarter 1995.

51851 6724

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

FSC-104-C

March 2, 1994

TO ALL FIELD SALES PERSONNEL

The purpose of this letter is to clarify the basic requirements relating to our Co-Marketing Promotion Accrual Program.

Attached are the basic requirements, rationale, and implementation of provisions related to pricing. This is consistent with directions previously provided.

Co-marketing is to be utilized with those retailers who meet our basic merchandising requirements as set forth in the co-marketing agreement. It should be viewed as a bonus program.

Any decision related to pricing is a retailer decision.

Even though a retailer does not qualify for co-marketing, this does not impact his eligibility for other promotions or programs. You still have our other resources to work with.

One additional note relating to our basic merchandising contracts and price tier representation — an exact matching up with price points is not a requirement for participation in our merchandising.

If you have any questions regarding application of these guidelines, please contact your Division or Region Manager.

R. J. REYNOLDS TOBACCO COMPANY
M-1
Attachment

51851 6725

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

Co-Marketing Accrual - Summary of Basic Requirements:

- Full participation in RJR Merchandising Program (full price, savings, enhanced presence/signage).
- Distribution of all RJR brands in all price tiers as required.
- Provide RJR equal opportunity with its competitors to place temporary display and temporary price/promotion signage as required.
- Cannot restrict RJR's ability to display, promote or distribute RJR brands, or ability to compete equally with other tobacco companies in all areas at retail.

Pricing Provision Rationale:

- If we don't match up penny for penny with lowest price point in store, the incremental monies available for additional full price promotions can be better utilized by addressing pricing at the low-end.

Implementation of Pricing Provisions:

- Very simple — must have everyday-low-price for RJR brand that is as low as everyday-low-price of competing brand in store. If not, retailer is not eligible for program benefits. RJR buy-downs are not taken into account in making this determination. Retailer has numerous alternatives — the choices are his.
- Pricing of our brands and competitor brands is retailer's decision — not ours. We can suggest pricing for our brands, but we cannot have an agreement with retailer about his selling price for our brand and cannot require him to take our suggestions.
- If competitor brand is at lower price point than RJR brand, do not suggest to retailer that he increase price of competitor's brand to meet program requirements. Suggestions/recommendations about brand pricing should be limited to our brands.
- Administer on a consistent, even-handed basis.

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

To All RJR Regional and Regional Operations Management

Subject: **1099 Reporting of the Co-Marketing Promotion Accrual Program**

To confirm the position of the RJR Tax Department as communicated in the Dallas meeting on Friday, March 11, please note the following information as it pertains to the 1099 Tax Reporting of the Co-Marketing Fund:

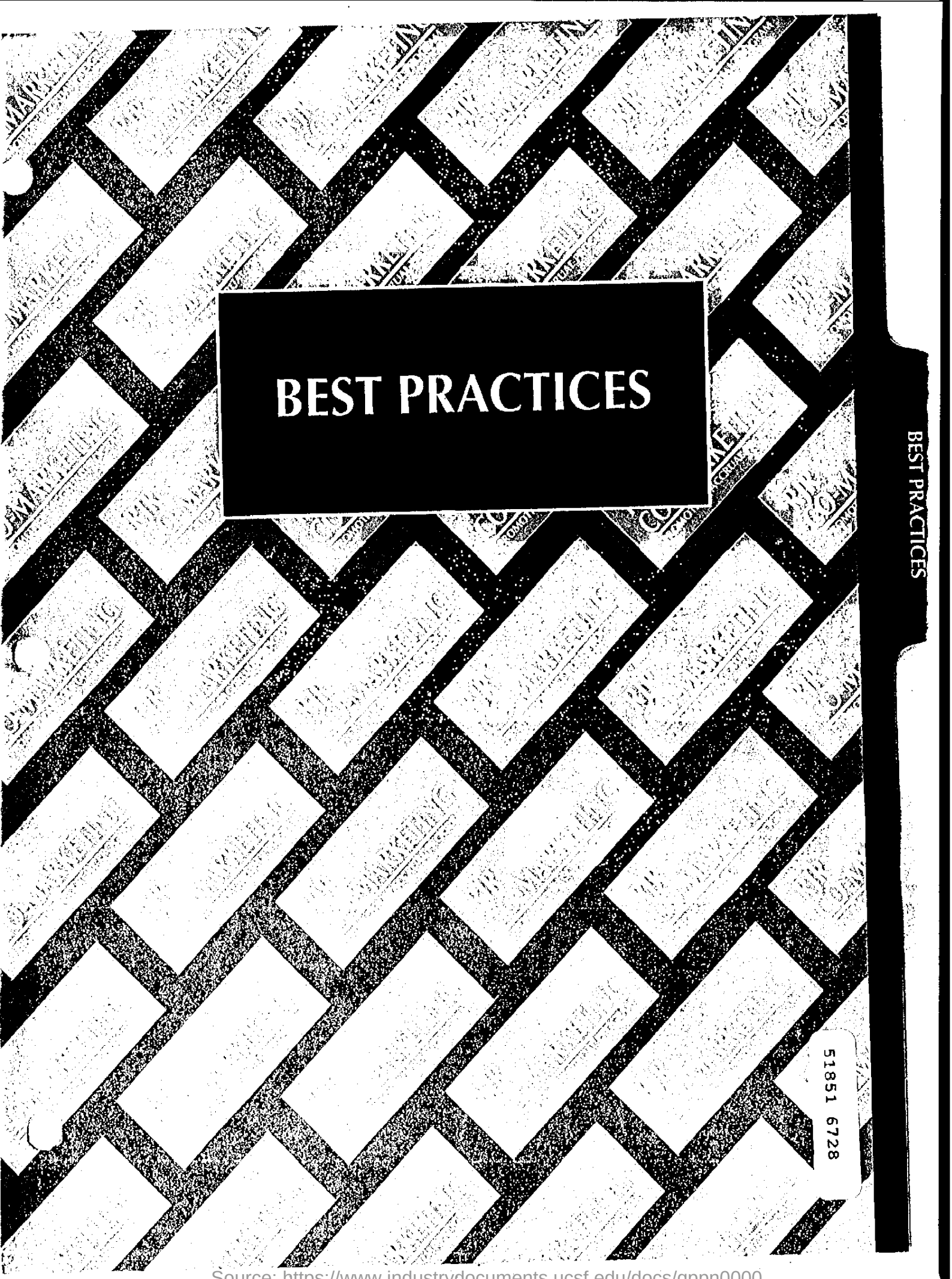
- Corporations are exempt from 1099 reporting; therefore, any tax reporting of the RJR Co-Marketing Program would not apply to retailers that are incorporated.
- Individual proprietorships that participate in the RJR Co-Marketing Program will be included in the 1099 reporting as stated in the law.
- Reportable charges for 1099 purposes include items purchased from the retailer at their costs (which may include beverages, sandwiches, gasoline, or other products provided to consumers). These charges must be reported according to law since they essentially constitute an item of income to the retailer.

Please feel free to utilize the Merchandising Hot Line should any issues arise pertaining to the Co-Marketing Promotion Accrual Program.

Program contacts: Tom Sullivan (ext. 2572)
Ron Grout (ext. 2196)
Mike Buckler (ext. 1625)

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000



Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

POINTS TO CLARIFY

- Co-Marketing can be viewed as a "Bonus" program.
- Co-Marketing Statements are updated on a weekly basis. Contracts entered in SIS will show up on Monday the following week. Utilize these statements as a "guide" to making payments. Effective dates of contracts are reflected with total dollar amounts available for promotion payment to retailer.
- Contract must be entered in SIS (1) Quarter prior to working a promotion. *It is more advantageous to begin the contract effective the first month of a given quarter.* (more total dollars available for payment the following quarter that the promotion is worked)
- Dollars will continue to accrue until the contract is ended. Delete contract if account does not qualify. A new contract can be entered in SIS at a later date if needed.
- Use CMFPK contract (Option 1 or 2) for pack outlets.
- Use CMFCT contract (Option 1 or 2) for carton outlets.
- Option #1 accrues dollars each month based on an industry volume grid.
- Option #2 is the RJR/Retailer Match in which a retailer may voluntarily match 50% of the base dollars accrued each month and RJR will equal the retailer match over and above the base amount.
- The Retailer Agreement Form provides a hard copy document as reference to each promotion. Agreements must be maintained at the ROU for 6 years to serve as payment backup. Indicate draft number on Retailer Agreement Form to provide an audit trail for payments.
- Cigarette Outlets accrue on a monthly basis. *Effective date of contract should be (1) month prior to actual promotion date.*
- *Promotion Examples*: Buydowns, Multi-Pack Offers, Coffee, Beverage, Gas, Sandwich Offers, Other Unique Retailer Specific Offers.

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

Understanding the Statement

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

UNDERSTANDING THE STATEMENT

TPSKS2B1 RJR CO-MARKETING STATEMENT 03/18/94

ACCOUNT: 123456 JOE'S MARKET CHAIN ID:
SALES LEVEL: 214001 401 N. MAIN STREET SEGMENT:
PAY DIVISION: 2140 WINSTON-SALEM, NC 27101 CONTRACT TYPE: ALL

1ST QUARTER 1994	JANUARY	FEBRUARY	(PROJ) MARCH	TOTAL
COMKTG BASE (A)	46	46	46	138
RJR MATCH (B)	23	23	23	69
RETAIL MATCH (C)	23	23	23	69
TOTAL AVAILABLE FUNDS (A+B+C)				276
RJR AVAILABLE FUNDS (A+B)				207
RJR PAYMENTS				0
RJR UNUSED BALANCE				207

2ND QUARTER 1994	(PROJ) APRIL	(PROJ) MAY	(PROJ) JUNE	TOTAL
COMKTG BASE (A)	46	46	46	138
RJR MATCH (B)	23	23	23	69
RETAIL MATCH (C)	23	23	23	69
TOTAL AVAILABLE FUNDS (A+B+C)				276
RJR AVAILABLE FUNDS (A+B)				207
RJR PAYMENTS				0
RJR UNUSED BALANCE				207

3RD QUARTER 1994	(PROJ) JULY	(PROJ) AUGUST	(PROJ) SEPTEMBER	TOTAL
COMKTG BASE (A)	46	46	46	138
RJR MATCH (B)	23	23	23	69
RETAIL MATCH (C)	23	23	23	69
TOTAL AVAILABLE FUNDS (A+B+C)				276
RJR AVAILABLE FUNDS (A+B)				207
RJR PAYMENTS				0
RJR UNUSED BALANCE				207

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	46	46	46	138
RJR MATCH (B)	23	23	23	69
RETAIL MATCH (C)	23	23	23	69
TOTAL AVAILABLE FUNDS (A+B+C)				276
RJR AVAILABLE FUNDS (A+B)				207
RJR PAYMENTS				0
RJR UNUSED BALANCE				207

YEAR 1994 TOTAL	TOTAL
COMKTG (A)	552
RJR MATCH (B)	276
RETAIL MATCH (C)	276
TOTAL AVAILABLE FUNDS (A+B+C)	1,104
RJR AVAILABLE FUNDS (A+B)	828
RJR PAYMENTS	0
	828

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This is an example of a retailer who selected RJR/Retail Match. If Base Rate had been selected, no figures would be displayed in the RJR Match and Retail Match fields.

1. This section indicates what selection criteria was entered to obtain this report.
2. **COMKTG BASE** - This indicates the base amount RJR will accrue toward payment of a co-marketing promotion. This figure is based on the retailer's average industry volume and is derived from the Industry Volume grid. It includes only the base rate portion of the RJR match funds. It does not include the "match" portion of the funds. This amount represents RJR's *minimum* liability.*
3. **RJR MATCH** - This field indicates the *maximum* amount RJR will match toward the co-marketing promotion. It represents 50% of the amount in the COMKTG BASE field. *
4. **RETAIL MATCH** - This indicates the amount the retailer will match toward the co-marketing promotion. It represents 50% of the amount in the COMKTG BASE field.
5. **TOTAL AVAILABLE FUNDS** - This indicates the total accrued amount available for the promotion.
6. **RJR AVAILABLE FUNDS** - This indicates RJR's *maximum* liability amount. The amount should equal the sum of the COMKTG BASE and RJR MATCH fields.
7. **RJR PAYMENTS** - This indicates the amount RJR has paid toward the promotion for the accrual period. The payment associated with each quarter of Co-Marketing will debit the statement. Vouchers will be posted immediately. Drafts will be posted when they clear the bank.
8. **RJR UNUSED BALANCE** - This indicates RJR's unused balance for the quarter. *This amount cannot be carried over to subsequent quarters.*
9. **(PROJ)** - This flag appears when actual amounts have not yet been posted. Denotes projected amount based on last month of actual amount. Any column without the (PROJ) flag denotes actual amounts.
10. These are yearly totals for the accrual statement.

*** NOTE: The contracted SIS entry for the RJR/Retail Match includes both the Co-Marketing Base Amount and the RJR Match amount. The Co-Marketing Statement separates these amounts for you to simplify the payment process.**

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

TPSK5281 RJR CO-MARKETING STATEMENT 09/25/94

ACCOUNT : 188212 BERNIE PART SHOPPE CHAIN ID: - -
TERRITORY : 308 N UNION AVE SEGMENT : LQ
PAY DIVISION: ALLIANCE OH 44601

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
CONKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
CONKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
CONKTG BASE (A)	78	78	78	234
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
AL AVAILABLE FUNDS (A+B+C)				234
RJR AVAILABLE FUNDS (A+B)				234
RJR PAYMENTS				0
RJR UNUSED BALANCE				234

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
CONKTG BASE (A)	78	78	78	234
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				234
RJR AVAILABLE FUNDS (A+B)				234
RJR PAYMENTS				0
RJR UNUSED BALANCE				234

YEAR 1994 TOTAL	TOTAL
CONKTG BASE (A)	468
RJR MATCH (B)	0
RETAIL MATCH (C)	0
TOTAL AVAILABLE FUNDS (A+B+C)	468
RJR AVAILABLE FUNDS (A+B)	468
RJR PAYMENTS	0
RJR UNUSED BALANCE	468

Contract (Option 1) effective in SIS July 1, 1994.

Promotion cannot take place this quarter.

3rd Quarter accrual $ can be utilize 4th Quarter to pay for promotion.

Meanwhile $ are accruing 4th Quarter for a promotion which can take place in 1st Quarter 1994.

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EXAMPLE:

Handheld entry to pay for a promotion that takes place in November 1994.

3rd QTR CMF 1994.

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

TPSK5281 RJR CO-MARKETING STATEMENT 09/25/94

ACCOUNT : 335470 KRESS IGA CHAIN ID: - -
TERRITORY : 406 NOBLE ST W SEGMENT : SM
PAY DIVISION: EAST CANTON OH 44730

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	84	84	84	252
RJR MATCH (B)	42	42	42	126
RETAIL MATCH (C)	42	42	42	126
TOTAL AVAILABLE FUNDS (A+B+C)				504
RJR AVAILABLE FUNDS (A+B)				378
RJR PAYMENTS				378
RJR UNUSED BALANCE				0

Contract (Option 2) entered in SIS effective January 1, 1994

Payment was made for a 2nd Quarter Promotion in the amount of $378.00.

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	84	84	84	252
RJR MATCH (B)	42	42	42	126
RETAIL MATCH (C)	42	42	42	126
TOTAL AVAILABLE FUNDS (A+B+C)				504
RJR AVAILABLE FUNDS (A+B)				378
RJR PAYMENTS				378
RJR UNUSED BALANCE				0

H/H Entry: 1st QTR CMF 1994.

Payment was made for a 3rd Quarter Promotion in the amount of $378.00.

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	84	84	84	252
RJR MATCH (B)	42	42	42	126
RETAIL MATCH (C)	42	42	42	126
TOTAL AVAILABLE FUNDS (A+B+C)				504
RJR AVAILABLE FUNDS (A+B)				378
RJR PAYMENTS				0
RJR UNUSED BALANCE				378

H/H Entry: 2nd QTR CMF 1994.

$ are accruing 3rd Quarter for a promotion which can be worked in October/November or December 1994--4th Quarter.

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	756
RJR MATCH (B)	378
RETAIL MATCH (C)	378
TOTAL AVAILABLE FUNDS (A+B+C)	1,512
RJR AVAILABLE FUNDS (A+B)	1,134
RJR PAYMENTS	756
RJR UNUSED BALANCE	378

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

TPSK5281 RJR CO-MARKETING STATEMENT 09/25/94

AC .T : 220754 VITTLE VILLAGE CHAIN ID: - -
TERRITORY : 46791 SR #46 SEGMENT : SF
PAY DIVISION: NEW WATERFORD OH 44445

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				135
RJR UNUSED BALANCE				-135

A promotion was paid via draft in the amount of $315.00. No contract has been entered in SIS.

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
AL AVAILABLE FUNDS (A+B+C)				0
..R AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	0
RJR MATCH (B)	0
RETAIL MATCH (C)	0
TOTAL AVAILABLE FUNDS (A+B+C)	0
RJR AVAILABLE FUNDS (A+B)	0
RJR PAYMENTS	135
RJR UNUSED BALANCE	-135

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

TP**52B1 RJR CO-MARKETING STATEMENT 09/25/94

ACC...T : 652002 MAGGIORE CONVENIENT CHAIN ID: - -
TERRITORY : 509 15TH ST NW SEGMENT : CN
PAY DIVISION: CANTON OH 44703

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	0	78	78	156
RJR MATCH (B)	0	0	0	0
TAIL MATCH (C)	0	0	0	0
L AVAILABLE FUNDS (A+B+C)				156
RJR AVAILABLE FUNDS (A+B)				156
RJR PAYMENTS				0
RJR UNUSED BALANCE				156

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				234
RJR AVAILABLE FUNDS (A+B)				234
RJR PAYMENTS				0
RJR UNUSED BALANCE				234

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	390
RJR MATCH (B)	0
RETAIL MATCH (C)	0
TOTAL AVAILABLE FUNDS (A+B+C)	390
RJR AVAILABLE FUNDS (A+B)	390
RJR PAYMENTS	0
RJR UNUSED BALANCE	390

Contract entered in SIS effective August 1, 1994. Only $156.00 available monies accrued for 4th Quarter Promotion.

If account qualifies, effective date of July 1, 1994, would offer higher accrual dollars.

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

TPSK52B1 RJR CO-MARKETING STATEMENT 09/25/94

AC / : 064144 BELDEN VILLAGE SHELL CHAIN ID: - -
TERRITORY : 5400 WHIPPLE AVE NW SEGMENT : PC
PAY DIVISION: NORTH CANTON OH 44720

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	60	60	60	180
RJR MATCH (B)	30	30	30	90
RETAIL MATCH (C)	30	30	30	90
TOTAL AVAILABLE FUNDS (A+B+C)				360
RJR AVAILABLE FUNDS (A+B)				270
RJR PAYMENTS				270
RJR UNUSED BALANCE				0

Payment made for promotion worked 2nd Quarter.

H/H Entry: 1st QTR CMF 1994.

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	60	60	60	180
RJR MATCH (B)	30	30	30	90
RETAIL MATCH (C)	30	30	30	90
TOTAL AVAILABLE FUNDS (A+B+C)				360
RJR AVAILABLE FUNDS (A+B)				270
RJR PAYMENTS				270
RJR UNUSED BALANCE				0

Payment made for promotion worked 3rd Quarter.

H/H Entry: 2nd QTR CMF 1994.

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	46	46	46	138
RJR MATCH (B)	23	23	23	69
RETAIL MATCH (C)	23	23	23	69
TOTAL AVAILABLE FUNDS (A+B+C)				276
RJR AVAILABLE FUNDS (A+B)				207
RJR PAYMENTS				0
RJR UNUSED BALANCE				207

Contract was revised according to volume grid effective July 1, 1994, in SIS. RJR dollars available has gone down to $207.00 for a promo to be worked 4th Quarter.

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	46	46	46	138
RJR MATCH (B)	23	23	23	69
RETAIL MATCH (C)	23	23	23	69
TOTAL AVAILABLE FUNDS (A+B+C)				276
RJR AVAILABLE FUNDS (A+B)				207
RJR PAYMENTS				0
RJR UNUSED BALANCE				207

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	636
RJR MATCH (B)	318
RETAIL MATCH (C)	318
TOTAL AVAILABLE FUNDS (A+B+C)	1,272
RJR AVAILABLE FUNDS (A+B)	954
RJR PAYMENTS	540
RJR UNUSED BALANCE	414

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

TRSK5281 RJR CO-MARKETING STATEMENT 09/25/94

AC .T : 220519 BUCKEYE BEVERAGE CHAIN ID: - -
TERRITORY : 301 VIENNA AVE SEGMENT : CN
PAY DIVISION: NILES OH 44446

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	0	0	78	78
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				78
RJR AVAILABLE FUNDS (A+B)				78
RJR PAYMENTS				0
RJR UNUSED BALANCE				78

Contract entered in SIS effective June 1, 1994. Only $78 available for a 3rd Quarter promotion.

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
AL AVAILABLE FUNDS (A+B+C)				234
...R AVAILABLE FUNDS (A+B)				234
RJR PAYMENTS				0
RJR UNUSED BALANCE				234

If no promotion is worked in 3rd Quarter and no payment is made, RJR Payment will show as "0" amount. Unused balance reverts back to RJR.

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				234
RJR AVAILABLE FUNDS (A+B)				234
RJR PAYMENTS				0
RJR UNUSED BALANCE				234

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	546
RJR MATCH (B)	0
RETAIL MATCH (C)	0
TOTAL AVAILABLE FUNDS (A+B+C)	546
RJR AVAILABLE FUNDS (A+B)	546
RJR PAYMENTS	0
RJR UNUSED BALANCE	546

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

TPSK5281 RJR CO-MARKETING STATEMENT 09/25/94

ACCT : 844606 KABETSO PENNZOIL CHAIN ID: - -
TERRITORY : 407 W MAIN ST SEGMENT : CN
PAY DIVISION: CANFIELD OH 44406

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				234
RJR AVAILABLE FUNDS (A+B)				234
RJR PAYMENTS				0
RJR UNUSED BALANCE				234

Contract effective in SIS January 1994.

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				234
RJR UNUSED BALANCE				-234

Contract was ended in SIS effective March 31, 1994, before payment was made. A negative balance will appear on statement. Overspent $.

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	234
RJR MATCH (B)	0
RETAIL MATCH (C)	0
TOTAL AVAILABLE FUNDS (A+B+C)	234
RJR AVAILABLE FUNDS (A+B)	234
RJR PAYMENTS	234
RJR UNUSED BALANCE	0

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

TP**5281 RJR CO-MARKETING STATEMENT 09/25/94

ACCOUNT : 843414 ALL IN ONE CHAIN ID: - -
TERRITORY : 465 E CUYAHOGA FALLS SEGMENT : PC
PAY DIVISION: AKRON OH 44310

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	0	0	60	60
RJR MATCH (B)	0	0	30	30
RETAIL MATCH (C)	0	0	30	30
TOTAL AVAILABLE FUNDS (A+B+C)				120
RJR AVAILABLE FUNDS (A+B)				90
RJR PAYMENTS				0
RJR UNUSED BALANCE				90

Contract entered in SIS (Option 2) effective June 1994.

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	60	60	60	180
RJR MATCH (B)	30	30	30	90
RETAIL MATCH (C)	30	30	30	90
AL AVAILABLE FUNDS (A+B+C)				360
RJR AVAILABLE FUNDS (A+B)				270
RJR PAYMENTS				270
RJR UNUSED BALANCE				

Only $90.00 available to make payment to retailer for promotion worked anytime in 3rd Quarter.

$270.00 accrual available for promotion that could be worked 4th Quarter.

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	60	60	60	180
RJR MATCH (B)	30	30	30	90
RETAIL MATCH (C)	30	30	30	90
TOTAL AVAILABLE FUNDS (A+B+C)				360
RJR AVAILABLE FUNDS (A+B)				270
RJR PAYMENTS				0
RJR UNUSED BALANCE				270

Promotion worked 4th Quarter and pai via draft.

H/H Entry: 3rd QTR CMF 1994.

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	420
RJR MATCH (B)	210
RETAIL MATCH (C)	210
TOTAL AVAILABLE FUNDS (A+B+C)	840
RJR AVAILABLE FUNDS (A+B)	630
RJR PAYMENTS	270
RJR UNUSED BALANCE	360

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

TPSK5281 RJR CO-MARKETING STATEMENT 09/25/94

ACCOUNT : 496329 EASTGATE SHELL CHAIN ID: - -
TERRITORY : 651 CANTON RD SEGMENT : GS
PAY DIVISION: AKRON OH 44312

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	39	39	39	117
RETAIL MATCH (C)	39	39	39	117
TOTAL AVAILABLE FUNDS (A+B+C)				468
RJR AVAILABLE FUNDS (A+B)				351
RJR PAYMENTS				419
RJR UNUSED BALANCE				-68

Overspent $68.00. Only $351.00 was available for 2nd Quarter Promotion.

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	39	39	39	117
RETAIL MATCH (C)	39	39	39	117
TOTAL AVAILABLE FUNDS (A+B+C)				468
RJR AVAILABLE FUNDS (A+B)				351
RJR PAYMENTS				304
RJR UNUSED BALANCE				47

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	39	39	39	117
RETAIL MATCH (C)	39	39	39	117
TOTAL AVAILABLE FUNDS (A+B+C)				468
RJR AVAILABLE FUNDS (A+B)				351
RJR PAYMENTS				0
RJR UNUSED BALANCE				351

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	39	39	39	117
RETAIL MATCH (C)	39	39	39	117
TOTAL AVAILABLE FUNDS (A+B+C)				468
RJR AVAILABLE FUNDS (A+B)				351
RJR PAYMENTS				0
RJR UNUSED BALANCE				351

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	936
RJR MATCH (B)	468
RETAIL MATCH (C)	468
TOTAL AVAILABLE FUNDS (A+B+C)	1,872
RJR AVAILABLE FUNDS (A+B)	1,404
RJR PAYMENTS	723
RJR UNUSED BALANCE	681

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

TPCK5281 RJR CO-MARKETING STATEMENT 09/25/94

ACCOUNT : 335321 SAVE 4 STORE CHAIN ID: - -
TERRITORY : 4874 NEWTON FALLS RD SEGMENT : CN
PAY DIVISION: RAVENNA OH 44266

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	39	39	39	117
RETAIL MATCH (C)	39	39	39	117
TOTAL AVAILABLE FUNDS (A+B+C)				468
RJR AVAILABLE FUNDS (A+B)				351
RJR PAYMENTS				0
RJR UNUSED BALANCE				351

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	39	39	39	117
RETAIL MATCH (C)	39	39	39	117
TOTAL AVAILABLE FUNDS (A+B+C)				468
RJR AVAILABLE FUNDS (A+B)				351
RJR PAYMENTS				0
RJR UNUSED BALANCE				351

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
TAIL MATCH (C)	0	0	0	0
AL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	468
RJR MATCH (B)	234
RETAIL MATCH (C)	234
TOTAL AVAILABLE FUNDS (A+B+C)	936
RJR AVAILABLE FUNDS (A+B)	702
RJR PAYMENTS	0
RJR UNUSED BALANCE	702

Contract has been ended June 30, 1994
Available Co-Marketing dollars has no
been utilized in this account.
Account does not qualify.

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

TPSK52B1 RJR CO-MARKETING STATEMENT 09/25/94

ACCOUNT : 220758 GLENMOOR SUPERETTE CHAIN ID: - -
TERRITORY : 46564 Y & O ROAD SEGMENT : SM
PAY DIVISION: CALCUTTA OH 43920

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				234
RJR AVAILABLE FUNDS (A+B)				234
RJR PAYMENTS				234
RJR UNUSED BALANCE				0

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
AL AVAILABLE FUNDS (A+B+C)				234
RJR AVAILABLE FUNDS (A+B)				234
RJR PAYMENTS				0
RJR UNUSED BALANCE				234

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				234
RJR AVAILABLE FUNDS (A+B)				234
RJR PAYMENTS				0
RJR UNUSED BALANCE				234

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	702
RJR MATCH (B)	0
RETAIL MATCH (C)	0
TOTAL AVAILABLE FUNDS (A+B+C)	702
RJR AVAILABLE FUNDS (A+B)	702
RJR PAYMENTS	234
RJR UNUSED BALANCE	468

Contract entered in SIS effective April 1, 1994.

Promotion worked in 3rd Quarter and paid via draft in the amount of $234.00.

H/H Entry: 2nd QTR CMF 1994.

$ accruing 3rd Quarter for a promoti that can be worked and paid in 4th Quarter 1994.

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

K5281 RJR CO-MARKETING STATEMENT 09/25/94

AL T : 339216 SCHECK'S,INC. CHAIN ID: - -
TERRITORY : 405 W SOUTH ST SEGMENT : SM
PAY DIVISION: SHREVE OH 44676

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				252
RJR UNUSED BALANCE				-252

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	56	56	56	168
RJR MATCH (B)	28	28	28	84
RETAIL MATCH (C)	28	28	28	84
TOTAL AVAILABLE FUNDS (A+B+C)				336
RJR AVAILABLE FUNDS (A+B)				252
RJR PAYMENTS				0
RJR UNUSED BALANCE				252

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	56	56	56	168
RJR MATCH (B)	28	28	28	84
RETAIL MATCH (C)	28	28	28	84
AL AVAILABLE FUNDS (A+B+C)				336
...K AVAILABLE FUNDS (A+B)				252
RJR PAYMENTS				0
RJR UNUSED BALANCE				252

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	56	56	56	168
RJR MATCH (B)	28	28	28	84
RETAIL MATCH (C)	28	28	28	84
TOTAL AVAILABLE FUNDS (A+B+C)				336
RJR AVAILABLE FUNDS (A+B)				252
RJR PAYMENTS				0
RJR UNUSED BALANCE				252

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	504
RJR MATCH (B)	252
RETAIL MATCH (C)	252
TOTAL AVAILABLE FUNDS (A+B+C)	1,008
RJR AVAILABLE FUNDS (A+B)	756
RJR PAYMENTS	252
RJR UNUSED BALANCE	504

Contract was made effective in April 1994. No dollars available for promotions until 3rd Quarter.

Wrong handheld entry was made. A negative figure appears.

If promotion was really worked in 2nd Quarter, contract should have been effective January 1, 1994.

Co-Marketing Dollars Must Accrue (1) Quarter Prior to Quarter Promotic is Worked.

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

TPSK52B1 RJR CO-MARKETING STATEMENT 09/25/94

AC I : 221176 PENN SPARKLE CHAIN ID: - -
TERRITORY : . 1616 PENNSYLVANIA AV SEGMENT : SM
PAY DIVISION: EAST LIVERPOOL OH 43920

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	84	84	84	252
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				252
RJR AVAILABLE FUNDS (A+B)				252
RJR PAYMENTS				0
RJR UNUSED BALANCE				252

Contract entered in SIS effective January 1, 1994.

Dollars available for co-marketing continues until contract ended in SIS

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	84	84	84	252
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				252
RJR AVAILABLE FUNDS (A+B)				252
RJR PAYMENTS				0
RJR UNUSED BALANCE				252

No payments have been made to date for this account.

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	84	84	84	252
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				252
RJR AVAILABLE FUNDS (A+B)				252
RJR PAYMENTS				0
RJR UNUSED BALANCE				252

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	84	84	84	252
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				252
RJR AVAILABLE FUNDS (A+B)				252
RJR PAYMENTS				0
RJR UNUSED BALANCE				252

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	1,008
RJR MATCH (B)	0
RETAIL MATCH (C)	0
TOTAL AVAILABLE FUNDS (A+B+C)	1,008
RJR AVAILABLE FUNDS (A+B)	1,008
RJR PAYMENTS	0
RJR UNUSED BALANCE	1,008

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

TPSK52B1 RJR CO-MARKETING STATEMENT 09/25/94

AC : : 488186 CIGARETTE EXPRESS CHAIN ID: - -
TERRITORY : 3814 BELMONT AVE SEGMENT : CO
PAY DIVISION: YOUNGSTOWN OH 44505

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	0	0	186	186
RJR MATCH (B)	0	0	93	93
RETAIL MATCH (C)	0	0	93	93
TOTAL AVAILABLE FUNDS (A+B+C)				372
RJR AVAILABLE FUNDS (A+B)				279
RJR PAYMENTS				693
RJR UNUSED BALANCE				-414

Overspent $414.00. Only $279.00 was available for this promotion worked 3rd Quarter.

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	186	186	186	558
RJR MATCH (B)	93	93	93	279
RETAIL MATCH (C)	93	93	93	279
TOTAL AVAILABLE FUNDS (A+B+C)				1,116
RJR AVAILABLE FUNDS (A+B)				837
RJR PAYMENTS				0
RJR UNUSED BALANCE				837

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	186	186	186	558
RJR MATCH (B)	93	93	93	279
RETAIL MATCH (C)	93	93	93	279
TOTAL AVAILABLE FUNDS (A+B+C)				1,116
RJR AVAILABLE FUNDS (A+B)				837
RJR PAYMENTS				0
RJR UNUSED BALANCE				837

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	1,302
RJR MATCH (B)	651
RETAIL MATCH (C)	651
TOTAL AVAILABLE FUNDS (A+B+C)	2,604
RJR AVAILABLE FUNDS (A+B)	1,953
RJR PAYMENTS	693
RJR UNUSED BALANCE	1,260

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TPSK52B1 RJR CO-MARKETING STATEMENT 09/25/94

ACCT : 335553 HIGHLAND SQ SPARKLE CHAIN ID: - -
TERRITORY : 829 W MARKET ST SEGMENT : SF
PAY DIVISION: AKRON OH 44303

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	56	56	56	168
RJR MATCH (B)	28	28	28	84
RETAIL MATCH (C)	28	28	28	84
TOTAL AVAILABLE FUNDS (A+B+C)				336
RJR AVAILABLE FUNDS (A+B)				252
RJR PAYMENTS				252
RJR UNUSED BALANCE				0

Contract (Option 2) effective in SIS January 1, 1994.

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	56	56	56	168
RJR MATCH (B)	28	28	28	84
RETAIL MATCH (C)	28	28	28	84
TOTAL AVAILABLE FUNDS (A+B+C)				336
RJR AVAILABLE FUNDS (A+B)				252
RJR PAYMENTS				0
RJR UNUSED BALANCE				252

Promotion takes place 2nd Quarter and payment made via draft.

H/H Entry: 1st QTR CMF 1994.

2nd Quarter $ continue to accrue for promotion that can be worked in 3rd Quarter. $252.00 available monies.

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	56	56	56	168
RJR MATCH (B)	28	28	28	84
RETAIL MATCH (C)	28	28	28	84
L AVAILABLE FUNDS (A+B+C)				336
AVAILABLE FUNDS (A+B)				252
RJR PAYMENTS				252
RJR UNUSED BALANCE				0

DOLLARS WILL CONTINUE TO ACCRUE UNTIL CONTRACT IS ENDED IN SIS.

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	56	56	56	168
RJR MATCH (B)	28	28	28	84
RETAIL MATCH (C)	28	28	28	84
TOTAL AVAILABLE FUNDS (A+B+C)				336
RJR AVAILABLE FUNDS (A+B)				252
RJR PAYMENTS				0
RJR UNUSED BALANCE				252

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	672
RJR MATCH (B)	336
RETAIL MATCH (C)	336
TOTAL AVAILABLE FUNDS (A+B+C)	1,344
RJR AVAILABLE FUNDS (A+B)	1,008
RJR PAYMENTS	504
RJR UNUSED BALANCE	504

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

Promotion Payment Guidelines

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

PROMOTION PAYMENT GUIDELINES

IF THE PROMOTION COSTS LESS THAN THE TOTAL AVAILABLE FUNDS:

If the promotion costs less than COMKTG BASE, RJR will only pay the "exact" cost of the promotion.

If the promotion costs less than TOTAL AVAILABLE FUNDS in RJR/Retail Match accounts, RJR will pay the co-marketing base amount plus 50% of the difference between the base amount and the cost of the promotion (not to exceed the Base and RJR Match).

IF THE PROMOTION COSTS MORE THAN THE TOTAL AVAILABLE FUNDS:

If the promotion costs more than TOTAL AVAILABLE FUNDS, RJR will only pay COMKTG BASE plus the RJR MATCH, if applicable.

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

SAMPLE SCENARIOS

TPSK52B1 RJR CO-MARKETING STATEMENT 03/18/94

ACCOUNT: 123456 JOE'S MARKET CHAIN ID:
SALES LEVEL: 214001 401 N. MAIN STREET SEGMENT:
PAY DIVISION: 2140 WINSTON-SALEM, NC 27101 CONTRACT TYPE: ALL

1ST QUARTER 1994	JANUARY	FEBRUARY	(PROJ) MARCH	TOTAL
COMKTG BASE (A)	46	46	46	138
RJR MATCH (B)	23	23	23	69
RETAIL MATCH (C)	23	23	23	69
TOTAL AVAILABLE FUNDS (A+B+C)				276
RJR AVAILABLE FUNDS (A+B)				207
RJR PAYMENTS				0
RJR UNUSED BALANCE				207

2ND QUARTER 1994	(PROJ) APRIL	(PROJ) MAY	(PROJ) JUNE	TOTAL
COMKTG BASE (A)	46	46	46	138
RJR MATCH (B)	23	23	23	69
RETAIL MATCH (C)	23	23	23	69
TOTAL AVAILABLE FUNDS (A+B+C)				276
RJR AVAILABLE FUNDS (A+B)				207
RJR PAYMENTS				0
RJR UNUSED BALANCE				207

3RD QUARTER 1994	(PROJ) JULY	(PROJ) AUGUST	(PROJ) SEPTEMBER	TOTAL
COMKTG BASE (A)	46	46	46	138
RJR MATCH (B)	23	23	23	69
RETAIL MATCH (C)	23	23	23	69
TOTAL AVAILABLE FUNDS (A+B+C)				276
RJR AVAILABLE FUNDS (A+B)				207
RJR PAYMENTS				0
RJR UNUSED BALANCE				207

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	46	46	46	138
RJR MATCH (B)	23	23	23	69
RETAIL MATCH (C)	23	23	23	69
TOTAL AVAILABLE FUNDS (A+B+C)				276
RJR AVAILABLE FUNDS (A+B)				207
RJR PAYMENTS				0
RJR UNUSED BALANCE				207

YEAR 1994 TOTAL	TOTAL
COMKTG (A)	552
RJR MATCH (B)	276
RETAIL MATCH (C)	276
TOTAL AVAILABLE FUNDS (A+B+C)	1,104
RJR AVAILABLE FUNDS (A+B)	828
RJR PAYMENTS	0
RJR UNUSED BALANCE	828

Example

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What if the promotion costs less than the base amount?

If the promotion costs less than the base amount ($138 in this example), *RJR will only pay the exact cost of the promotion.* Let's say the promotion cost $100. Even though the base amount is $138, RJR will only pay $100 to the retailer for the cost of the promotion.

What if the promotion costs less than the Total Available Funds?

If the promotion costs less than the Total Available Funds, RJR will pay the COMKTG BASE plus 50% of the difference between the base amount and the cost of the promotion. In this example COMKTG BASE = $138 ❷, the RJR Match = $69 ❸, and the Retail Match = $69 ❹ for a total of $276. Let's say the promotion only cost $216. Following is summary of how payment would be calculated:

Cost of Promotion	$216
Less COMKTG BASE	- $138
= Remainder to be paid	$78
	x 50 %
= RJR Match	$39

RJR's total payment to the retailer is $138 (COMKTG BASE) plus $39 (50% of the remaining cost of the promotion) for a total of $177.

What if the promotion costs more than the Total Available Funds?

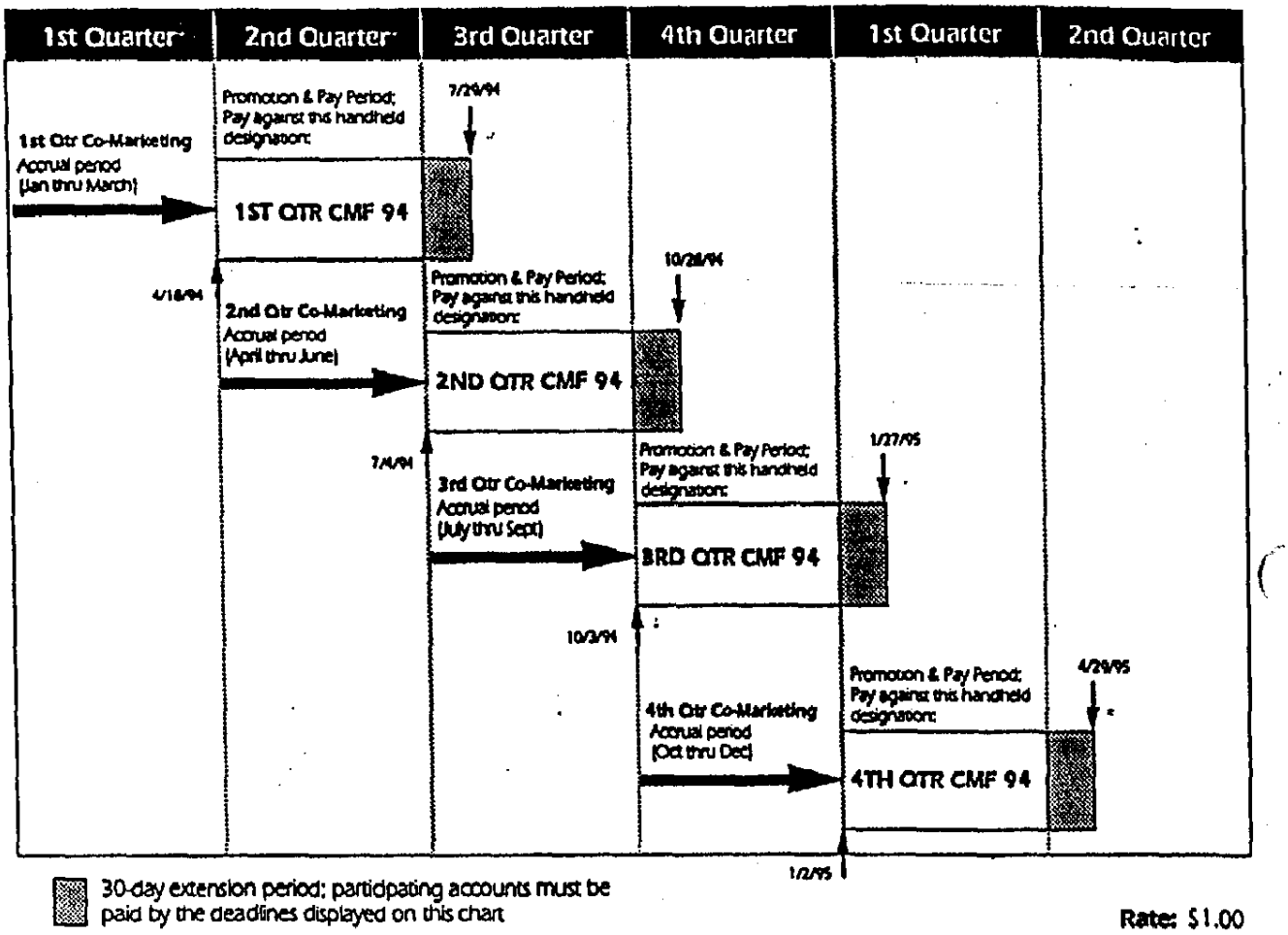
If the promotion costs *more* than the Total Available Funds, RJR will only pay the COMKTG BASE plus the RJR Match. In this example, COMKTG BASE = $138 ❷, the RJR Match = $69 ❸ and Retail Match = $69 ❹, for a total of $276 ❺. Following is summary of how payment would be calculated:

Cost of Promotion	$300
Less COMKTG BASE	- $138
= Remainder to be paid	$162
Less RJR Match	- $69
= Amount Retailer Responsibility	$93

RJR's total payment to the retailer is $138 (COMKTG BASE) plus $69 (RJR Match) for a total of $207. This amount equals the figure displayed under RJR AVAILABLE FUNDS. ❻

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

The following chart depicts how each payment period follows the quarterly accrual period. Please note that all Co-Marketing Payments must be completed within the assigned 120 day payment period.



30-day extension period; partidpating accounts must be paid by the deadlines displayed on this chart

Rate: $1.00

How to Make Payments

Co-Marketing payments in the Display Payments section of TPS may be paid either by voucher or draft, and entered via the office PC and handheld computer, respectively. The display codes and payment information are summarized below.

Payment Description	Handheld/PC Designation	G/L Code	Rate	Begin Date	End Date
1st Qtr. Co-Marketing Fund Pymt 94	1ST QTR CMF 94	04-41-0110-0000-000	$1.00	4/18/94	7/29/94
2nd Qtr. Co-Marketing Fund Pymt 94	2ND QTR CMF 94	04-41-0110-0000-000	$1.00	7/4/94	10/28/94
3rd Qtr. Co-Marketing Fund Pymt 94	3RD QTR CMF 94	04-41-0110-0000-000	$1.00	10/3/94	1/27/95
4th Qtr. Co-Marketing Fund Pymt 94	4TH QTR CMF 94	04-41-0110-0000-000	$1.00	1/2/95	4/29/95

Payments should be rounded to the nearest $1.00. It is critical that payments coincide with the quarter in which the funds were accrued. For example, a payment made in September would be charged to 2ND QTR CMF 94 since the funds were accrued during the 2nd quarter.

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

Item # 465512
Form # 823

RJR CO-MARKETING
PROMOTION ACCRUAL PROGRAM

Retail Agreement Form

Retailer/Chain Name: _____ S.I.S./Chain I.D. Number: _____

RJR Representative: _____ Div./Terr. Name & #: _____

Promotion Cycle Dates: _____ Promotion Type: _____

RJR Brand Family/Styles: _____ _____

Retailer agrees to provide the following promotion requirements: _____

_____

_____

_____

RJR agrees to provide the following promotion requirements: _____

_____

_____

_____

Product pricing decisions remain the right and responsibility of the participating retailer.

If advertising/promotional materials are utilized, retailer may use RJR supplied materials. If retailer utilizes its own, retailer is responsible for meeting all legal requirements.

Reimbursement may not occur if promotional requirements, as stated above, are not fully executed.

RJR total liability is limited to co-marketing promotion accrual "fund balance" only.

If "fund balance" is exceeded, the amount which exceeds the "fund balance" will be the responsibility of the retailer.

Promotional costs will be paid from co-marketing promotion accrual as soon as practicable following successful completion of promotion.

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_____ _____ _____

Retailer Signature/Date *Final Total Promotional Cost* *RJR Draft/Voucher #*

_____ _____

RJR Signature/Date *RJR Reimbursement Amount*

RJR Employee Copy

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

FSC-44-A

February 2, 1994

TO ALL REGION OPERATIONS MANAGERS

RE: Promotional "Best Practices"
Co-Marketing Promotion Accrual Program

Please communicate any Co-Marketing Promotion plans to the Command Center so that they may be shared with the entire country. As the Co-Marketing Program continues to develop throughout 1994, we are also interested in the results of a promotion, both positive and negative, so that others may avoid a concept that was unsuccessful and utilize ideas that may have worked with great success. The Command Center FAX number is 1-910-741-0454. We welcome your feedback.

As discussed at the 1994 Annual Sales Conference, the Co-Marketing Promotion Accrual Program was designed to accommodate maximum field sales and retailer flexibility. Our previous experience with the Local Leverage Program has provided a sound knowledge base for the Co-Marketing Promotion Accrual. Please note the following "Best Practices" to support you in your initial retail efforts:

Co-Marketing Best Practices

- Attempt to tie-in with retail price points that are already established in the store (examples: 2-pack offers, 3-pack offers, mini-cartons).
- Require the retailer to charge RJR for tie-ins at the retailer's cost, not his retail selling price.
- Structure the promotion to benefit both RJR and the retailer. RJR provides brand(s) and promotional cycle input, retailer provides promotional input.
- Attempt to tie-in with retail events. (Examples: new store openings, grand openings)
- Insure that the retailer understands their commitment in executing the promotion in-store.
- Involve store personnel to act as our partner in the promotion.
- Utilize RJR "Special Offer" Point-of-Sale currently under development.

Cautionary Areas

- As lottery programs vary by state, always review state laws prior to using lottery tickets as tie-in.
- Discourage retailer tie-ins that may be viewed as controversial. Use your region manager as a sounding board prior to retail commitment in areas that may raise questions under scrutiny of sound business judgment.

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

- Co-Marketing promotions are designed to be executed by the retailer in a turnkey fashion. RJR assistance via our Value-Added program should not be offered as it requires our manpower and resources.

- If retail promotion items are used as tie-ins, they should be items that are already available for sale at the retail store level (i.e., coffee mugs, sports bottles, etc.). RJR supplied premiums should not be utilized in the Co-Marketing promotion. Stress the retailer taking ownership.

- Strive to avoid the overlap of Co-Marketing promotions with other RJR Full Price promotional activity.

Promotions may be developed to address opportunities unique to the retailer's location (i.e. Resort), local events, lunch trade, breakfast trade, etc. Some initial ideas include:

- Free Movie Rental w/packs or carton purchases
- Free Newspaper w/purchase
- Free Breakfast (Donut, OJ, Coffee) w/3-pack purchase
- Gas Discounts w/purchase
- Discount on Groceries w/purchase
- Free Coffee/Soft Drinks
- Free Refills
- Free Lottery Tickets (always check state regulations)
- Buy Downs (Drive for price points, i.e., multi-pack offers)
- Free Store promo items w/purchase (lighters, mugs, ice scrapers, etc.)
- Free Lunch (Hot Dog & Drink) w/purchase
- Clerk Assistance Programs

We will continue to update you as additional Co-Marketing promotions/ideas are communicated from the field.

Contacts: M. L. Buckler (1625), R. B. Grout (2196), T. J. Sullivan (2572)

R. J. REYNOLDS TOBACCO COMPANY

M-1

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

RJ Reynolds Tobacco Company

R. J. O'Rourke
Regional Operations Manager

400 Raritan Center Parkway
Edison, NJ 08837
908-225-3765
Fax: 908-417-9076

extra

November 7, 1994

To: Region Personnel with Co-Marketing Responsibility

Subject: Co-Marketing Program Clarification

Dear Ladies and Gentlemen:

Enclosed is an explanation of the Co-Marketing Program. This should clarify any questions you have regarding this program. It should be placed in the BEST PRACTICES section of your Co-Marketing binder.

If you have additional questions regarding this program, contact your division management.

Sincerely,

Rory O'Rourke

CC: DM's
TDM's
SAM's
CAM's
LMO
MAY

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

POINTS TO CLARIFY

- Co-Marketing can be viewed as a "Bonus" program.
- Co-Marketing Statements are updated on a weekly basis. Contracts entered in SIS will show up on Monday the following week. Utilize these statements as a "guide" to making payments. Effective dates of contracts are reflected with total dollar amounts available for promotion payment to retailer.
- Contract must be entered in SIS (1) Quarter prior to working a promotion. *It is more advantageous to begin the contract effective the first month of a given quarter.* (more total dollars available for payment the following quarter that the promotion is worked)
- Dollars will continue to accrue until the contract is ended. Delete contract if account does not qualify. A new contract can be entered in SIS at a later date if needed.
- Use CMFPK contract (Option 1 or 2) for pack outlets.
- Use CMFCT contract (Option 1 or 2) for carton outlets.
- Option #1 accrues dollars each month based on an industry volume grid.
- Option #2 is the RJR/Retailer Match in which a retailer may voluntarily match 50% of the base dollars accrued each month and RJR will equal the retailer match over and above the base amount.
- The Retailer Agreement Form provides a hard copy document as reference to each promotion. Agreements must be maintained at the ROU for 6 years to serve as payment backup. Indicate draft number on Retailer Agreement Form to provide an audit trail for payments.
- Cigarette Outlets accrue on a monthly basis. *Effective date of contract should be (1) month prior to actual promotion date.*
- *Promotion Examples*: Buydowns, Multi-Pack Offers, Coffee, Beverage, Gas, Sandwich Offers, Other Unique Retailer Specific Offers.

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

Understanding the Statement

5/8/81 67 S.A

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

UNDERSTANDING THE STATEMENT

```
TPSK52B1                        RJR CO-MARKETING STATEMENT                  03/18/94

ACCOUNT:    123456   JOE'S MARKET                    CHAIN ID:
SALES LEVEL: 214001  401 N. MAIN STREET              SEGMENT:
PAY DIVISION: 2140   WINSTON-SALEM, NC 27101         CONTRACT TYPE: ALL

-------------------------------------------------------------------------------

                                                    (PROJ)
1ST QUARTER 1994              JANUARY     FEBRUARY    MARCH      TOTAL
   COMKTG BASE (A)                46           46       46        138
   RJR MATCH (B)                  23           23       23         69
   RETAIL MATCH (C)               23           23       23         69

   TOTAL AVAILABLE FUNDS (A+B+C)                                   276
   RJR AVAILABLE FUNDS (A+B)                                       207
   RJR PAYMENTS                                                      0
   RJR UNUSED BALANCE                                              207
                              (PROJ)      (PROJ)     (PROJ)
2ND QUARTER 1994              APRIL         MAY       JUNE      TOTAL
   COMKTG BASE (A)                46           46       46        138
   RJR MATCH (B)                  23           23       23         69
   RETAIL MATCH (C)               23           23       23         69

   TOTAL AVAILABLE FUNDS (A+B+C)                                   276
   RJR AVAILABLE FUNDS (A+B)                                       207
   RJR PAYMENTS                                                      0
   RJR UNUSED BALANCE                                              207
                              (PROJ)      (PROJ)     (PROJ)
3RD QUARTER 1994              JULY        AUGUST     SEPTEMBER  TOTAL
   COMKTG BASE (A)                46           46       46        138
   RJR MATCH (B)                  23           23       23         69
   RETAIL MATCH (C)               23           23       23         69

   TOTAL AVAILABLE FUNDS (A+B+C)                                   276
   RJR AVAILABLE FUNDS (A+B)                                       207
   RJR PAYMENTS                                                      0
   RJR UNUSED BALANCE                                              207
                              (PROJ)      (PROJ)     (PROJ)
4TH QUARTER 1994              OCTOBER     NOVEMBER   DECEMBER   TOTAL
   COMKTG BASE (A)                46           46       46        138
   RJR MATCH (B)                  23           23       23         69
   RETAIL MATCH (C)               23           23       23         69

   TOTAL AVAILABLE FUNDS (A+B+C)                                   276
   RJR AVAILABLE FUNDS (A+B)                                       207
   RJR PAYMENTS                                                      0
   RJR UNUSED BALANCE                                              207

-------------------------------------------------------------------------------
YEAR 1994 TOTAL                                                    TOTAL
   COMKTG (A)                                                      552
   RJR MATCH (B)                                                   276
   RETAIL MATCH (C)                                                276

   TOTAL AVAILABLE FUNDS  (A+B+C)                                1,104
   RJR AVAILABLE FUNDS (A+B)                                       828
   RJR PAYMENTS                                                      0
   RJR UNUSED BALANCE                                              828
```

This is an example of a retailer who selected RJR/Retail Match. If Base Rate had been selected, no figures would be displayed in the RJR Match and Retail Match fields.

1. This section indicates what selection criteria was entered to obtain this report.
2. **COMKTG BASE** - This indicates the base amount RJR will accrue toward payment of a co-marketing promotion. This figure is based on the retailer's average industry volume and is derived from the Industry Volume grid. It includes only the base rate portion of the RJR match funds. It does not include the "match" portion of the funds. This amount represents RJR's *minimum* liability.*
3. **RJR MATCH** - This field indicates the *maximum* amount RJR will match toward the co-marketing promotion. It represents 50% of the amount in the COMKTG BASE field. *
4. **RETAIL MATCH** - This indicates the amount the retailer will match toward the co-marketing promotion. It represents 50% of the amount in the COMKTG BASE field.
5. **TOTAL AVAILABLE FUNDS** - This indicates the total accrued amount available for the promotion.
6. **RJR AVAILABLE FUNDS** - This indicates RJR's *maximum* liability amount. The amount should equal the sum of the COMKTG BASE and RJR MATCH fields.
7. **RJR PAYMENTS** - This indicates the amount RJR has paid toward the promotion for the accrual period. The payment associated with each quarter of Co-Marketing will debit the statement. Vouchers will be posted immediately. Drafts will be posted when they clear the bank.
8. **RJR UNUSED BALANCE** - This indicates RJR's unused balance for the quarter. *This amount cannot be carried over to subsequent quarters.*
9. **(PROJ)** - This flag appears when actual amounts have not yet been posted. Denotes projected amount based on last month of actual amount. Any column without the (PROJ) flag denotes actual amounts.
10. These are yearly totals for the accrual statement.

* NOTE: The contracted SIS entry for the RJR/Retail Match includes both the Co-Marketing Base Amount and the RJR Match amount. The Co-Marketing Statement separates these amounts for you to simplify the payment process.

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

TPSK52B1 RJR CO-MARKETING STATEMENT 09/25/94

ACCOUNT : 188212 BERNIE PART SHOPPE CHAIN ID: - -
TERRITORY : 308 N UNION AVE SEGMENT : LQ
PAY DIVISION: ALLIANCE OH 44601

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
AL AVAILABLE FUNDS (A+B+C)				234
RJR AVAILABLE FUNDS (A+B)				234
RJR PAYMENTS				0
RJR UNUSED BALANCE				234

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				234
RJR AVAILABLE FUNDS (A+B)				234
RJR PAYMENTS				0
RJR UNUSED BALANCE				234

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	468
RJR MATCH (B)	0
RETAIL MATCH (C)	0
TOTAL AVAILABLE FUNDS (A+B+C)	468
RJR AVAILABLE FUNDS (A+B)	468
RJR PAYMENTS	0
RJR UNUSED BALANCE	468

Contract (Option 1) effective in SIS July 1, 1994.

Promotion cannot take place this quarter.

3rd Quarter accrual $ can be utilized 4th Quarter to pay for promotion.

Meanwhile $ are accruing 4th Quarter for a promotion which can take place in 1st Quarter 1994.

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EXAMPLE:

Handheld entry to pay for a promotion that takes place in November 1994.

3rd QTR CMF 1994.

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

T***52B1 RJR CO-MARKETING STATEMENT 09/25/94

AC.. ..T : 335470 KRESS IGA CHAIN ID: - -
TERRITORY : 406 NOBLE ST W SEGMENT : SM
PAY DIVISION: EAST CANTON OH 44730

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	84	84	84	252
RJR MATCH (B)	42	42	42	126
RETAIL MATCH (C)	42	42	42	126
TOTAL AVAILABLE FUNDS (A+B+C)				504
RJR AVAILABLE FUNDS (A+B)				378
RJR PAYMENTS				378
RJR UNUSED BALANCE				0

Contract (Option 2) entered in SIS effective January 1, 1994

Payment was made for a 2nd Quarter Promotion in the amount of $378.00.

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	84	84	84	252
RJR MATCH (B)	42	42	42	126
RETAIL MATCH (C)	42	42	42	126
TOTAL AVAILABLE FUNDS (A+B+C)				504
RJR AVAILABLE FUNDS (A+B)				378
RJR PAYMENTS				378
RJR UNUSED BALANCE				0

H/H Entry: 1st QTR CMF 1994.

Payment was made for a 3rd Quarter Promotion in the amount of $378.00.

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	84	84	84	252
RJR MATCH (B)	42	42	42	126
ETAIL MATCH (C)	42	42	42	126
AL AVAILABLE FUNDS (A+B+C)				504
KJR AVAILABLE FUNDS (A+B)				378
RJR PAYMENTS				0
RJR UNUSED BALANCE				378

H/H Entry: 2nd QTR CMF 1994.

$ are accruing 3rd Quarter for a promotion which can be worked in October/November or December 1994--4th Quarter.

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	756
RJR MATCH (B)	378
RETAIL MATCH (C)	378
TOTAL AVAILABLE FUNDS (A+B+C)	1,512
RJR AVAILABLE FUNDS (A+B)	1,134
RJR PAYMENTS	756
RJR UNUSED BALANCE	378

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

TPSK52B1 RJR CO-MARKETING STATEMENT 09/25/94

AC .T : 220754 VITTLE VILLAGE CHAIN ID: - -
TERRITORY : 46791 SR #46 SEGMENT : SF
PAY DIVISION: NEW WATERFORD OH 44445

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				-135
RJR UNUSED BALANCE				-135

A promotion was paid via draft in the amount of $315.00. No contract has been entered in SIS.

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
AL AVAILABLE FUNDS (A+B+C)				0
...R AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	0
RJR MATCH (B)	0
RETAIL MATCH (C)	0
TOTAL AVAILABLE FUNDS (A+B+C)	0
RJR AVAILABLE FUNDS (A+B)	0
RJR PAYMENTS	135
RJR UNUSED BALANCE	-135

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

TP[illegible]281 RJR CO-MARKETING STATEMENT 09/25/94

ACC[illegible] : 652002 MAGGIORE CONVENIENT CHAIN ID: - -
TERRITORY : 509 15TH ST NW SEGMENT : CN
PAY DIVISION: CANTON OH 44703

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	0	78	78	156
RJR MATCH (B)	0	0	0	0
[illegible]TAIL MATCH (C)	0	0	0	0
[illegible]L AVAILABLE FUNDS (A+B+C)				156
RJR AVAILABLE FUNDS (A+B)				156
RJR PAYMENTS				0
RJR UNUSED BALANCE				156

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				234
RJR AVAILABLE FUNDS (A+B)				234
RJR PAYMENTS				0
RJR UNUSED BALANCE				234

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	390
RJR MATCH (B)	0
RETAIL MATCH (C)	0
TOTAL AVAILABLE FUNDS (A+B+C)	390
RJR AVAILABLE FUNDS (A+B)	390
RJR PAYMENTS	0
RJR UNUSED BALANCE	390

Contract entered in SIS effective August 1, 1994. Only $156.00 available monies accrued for 4th Quarter Promotion.

If account qualifies, effective date of July 1, 1994, would offer higher accrual dollars.

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

TPSK52B1 RJR CO-MARKETING STATEMENT 09/25/94

AC : 064144 BELDEN VILLAGE SHELL CHAIN ID: - -
TERRITORY : 5400 WHIPPLE AVE NW SEGMENT : PC
PAY DIVISION: NORTH CANTON OH 44720

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	60	60	60	180
RJR MATCH (B)	30	30	30	90
RETAIL MATCH (C)	30	30	30	90
TOTAL AVAILABLE FUNDS (A+B+C)				360
RJR AVAILABLE FUNDS (A+B)				270
RJR PAYMENTS				270
RJR UNUSED BALANCE				0

Payment made for promotion worked 2nd Quarter.

H/H Entry: 1st QTR CMF 1994.

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	60	60	60	180
RJR MATCH (B)	30	30	30	90
RETAIL MATCH (C)	30	30	30	90
TOTAL AVAILABLE FUNDS (A+B+C)				360
RJR AVAILABLE FUNDS (A+B)				270
RJR PAYMENTS				270
RJR UNUSED BALANCE				0

Payment made for promotion worked 3rd Quarter.

H/H Entry: 2nd QTR CMF 1994.

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	46	46	46	138
RJR MATCH (B)	23	23	23	69
RETAIL MATCH (C)	23	23	23	69
TOTAL AVAILABLE FUNDS (A+B+C)				276
RJR AVAILABLE FUNDS (A+B)				207
RJR PAYMENTS				0
RJR UNUSED BALANCE				207

Contract was revised according to volume grid effective July 1, 1994, in SIS. RJR dollars available has gone down to $207.00 for a promotion to be worked 4th Quarter.

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	46	46	46	138
RJR MATCH (B)	23	23	23	69
RETAIL MATCH (C)	23	23	23	69
TOTAL AVAILABLE FUNDS (A+B+C)				276
RJR AVAILABLE FUNDS (A+B)				207
RJR PAYMENTS				0
RJR UNUSED BALANCE				207

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	636
RJR MATCH (B)	318
RETAIL MATCH (C)	318
TOTAL AVAILABLE FUNDS (A+B+C)	1,272
RJR AVAILABLE FUNDS (A+B)	954
RJR PAYMENTS	540
RJR UNUSED BALANCE	414

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

T- 5281 RJR CO-MARKETING STATEMENT 09/25/94

AL .T : 220519 BUCKEYE BEVERAGE CHAIN ID: - -
TERRITORY : 301 VIENNA AVE SEGMENT : CN
PAY DIVISION: NILES OH 44446

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	0	0	78	78
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				78
RJR AVAILABLE FUNDS (A+B)				78
RJR PAYMENTS				0
RJR UNUSED BALANCE				78

Contract entered in SIS effective June 1, 1994. Only $78 available for a 3rd Quarter promotion.

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	0	0	0	0
ETAIL MATCH (C)	0	0	0	0
AL AVAILABLE FUNDS (A+B+C)				234
..R AVAILABLE FUNDS (A+B)				234
RJR PAYMENTS				0
RJR UNUSED BALANCE				234

If no promotion is worked in 3rd Quarter and no payment is made, RJR Payment will show as "0" amount. Unused balance reverts back to RJR.

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				234
RJR AVAILABLE FUNDS (A+B)				234
RJR PAYMENTS				0
RJR UNUSED BALANCE				234

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	546
RJR MATCH (B)	0
RETAIL MATCH (C)	0
TOTAL AVAILABLE FUNDS (A+B+C)	546
RJR AVAILABLE FUNDS (A+B)	546
RJR PAYMENTS	0
RJR UNUSED BALANCE	546

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TPSK52B1 RJR CO-MARKETING STATEMENT 09/25/94

AC. .T : 844606 KABETSO PENNZOIL CHAIN ID: - -
TERRITORY : 407 W MAIN ST SEGMENT : CN
PAY DIVISION: CANFIELD OH 44406

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				234
RJR AVAILABLE FUNDS (A+B)				234
RJR PAYMENTS				0
RJR UNUSED BALANCE				234

Contract effective in SIS January 1994.

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				234
RJR UNUSED BALANCE				-234

Contract was ended in SIS effective March 31, 1994, before payment was made. A negative balance will appear on statement. Overspent $.

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
AL AVAILABLE FUNDS (A+B+C)				0
kJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	234
RJR MATCH (B)	0
RETAIL MATCH (C)	0
TOTAL AVAILABLE FUNDS (A+B+C)	234
RJR AVAILABLE FUNDS (A+B)	234
RJR PAYMENTS	234
RJR UNUSED BALANCE	0

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

5281 RJR CO-MARKETING STATEMENT 09/25/94

ACCOUNT : 843414 ALL IN ONE CHAIN ID:
TERRITORY : 465 E CUYAHOGA FALLS SEGMENT : PC
PAY DIVISION: AKRON OH 44310

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	0	0	60	60
RJR MATCH (B)	0	0	30	30
RETAIL MATCH (C)	0	0	30	30
TOTAL AVAILABLE FUNDS (A+B+C)				120
RJR AVAILABLE FUNDS (A+B)				90
RJR PAYMENTS				0
RJR UNUSED BALANCE				90

Contract entered in SIS (Option 2) effective June 1994.

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	60	60	60	180
RJR MATCH (B)	30	30	30	90
RETAIL MATCH (C)	30	30	30	90
AL AVAILABLE FUNDS (A+B+C)				360
RJR AVAILABLE FUNDS (A+B)				270
RJR PAYMENTS				270
RJR UNUSED BALANCE				0

Only $90.00 available to make payment to retailer for promotion worked anytime in 3rd Quarter.

$270.00 accrual available for promotion that could be worked 4th Quarter.

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	60	60	60	180
RJR MATCH (B)	30	30	30	90
RETAIL MATCH (C)	30	30	30	90
TOTAL AVAILABLE FUNDS (A+B+C)				360
RJR AVAILABLE FUNDS (A+B)				270
RJR PAYMENTS				0
RJR UNUSED BALANCE				270

Promotion worked 4th Quarter and pai via draft.

H/H Entry: 3rd QTR CMF 1994.

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	420
RJR MATCH (B)	210
RETAIL MATCH (C)	210
TOTAL AVAILABLE FUNDS (A+B+C)	840
RJR AVAILABLE FUNDS (A+B)	630
RJR PAYMENTS	270
RJR UNUSED BALANCE	360

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

TPSK5281 RJR CO-MARKETING STATEMENT 09/25/94

ACCOUNT : 496329 EASTGATE SHELL CHAIN ID: - -
TERRITORY : 651 CANTON RD SEGMENT : GS
PAY DIVISION: AKRON OH 44312

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	39	39	39	117
RETAIL MATCH (C)	39	39	39	117
TOTAL AVAILABLE FUNDS (A+B+C)				468
RJR AVAILABLE FUNDS (A+B)				351
RJR PAYMENTS				419
RJR UNUSED BALANCE				-68

Overspent $68.00. Only $351.00 was available for 2nd Quarter Promotion.

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	39	39	39	117
RETAIL MATCH (C)	39	39	39	117
TOTAL AVAILABLE FUNDS (A+B+C)				468
RJR AVAILABLE FUNDS (A+B)				351
RJR PAYMENTS				304
RJR UNUSED BALANCE				47

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	39	39	39	117
RETAIL MATCH (C)	39	39	39	117
TOTAL AVAILABLE FUNDS (A+B+C)				468
RJR AVAILABLE FUNDS (A+B)				351
RJR PAYMENTS				0
RJR UNUSED BALANCE				351

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	39	39	39	117
RETAIL MATCH (C)	39	39	39	117
TOTAL AVAILABLE FUNDS (A+B+C)				468
RJR AVAILABLE FUNDS (A+B)				351
RJR PAYMENTS				0
RJR UNUSED BALANCE				351

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	936
RJR MATCH (B)	468
RETAIL MATCH (C)	468
TOTAL AVAILABLE FUNDS (A+B+C)	1,872
RJR AVAILABLE FUNDS (A+B)	1,404
RJR PAYMENTS	723
RJR UNUSED BALANCE	681

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

T[illegible]5281 RJR CO-MARKETING STATEMENT 09/25/94

ACCOUNT : 335321 SAVE 4 STORE CHAIN ID: - -
TERRITORY : 4874 NEWTON FALLS RD SEGMENT : CN
PAY DIVISION: RAVENNA OH 44266

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	39	39	39	117
RETAIL MATCH (C)	39	39	39	117
TOTAL AVAILABLE FUNDS (A+B+C)				468
RJR AVAILABLE FUNDS (A+B)				351
RJR PAYMENTS				0
RJR UNUSED BALANCE				351

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	39	39	39	117
RETAIL MATCH (C)	39	39	39	117
TOTAL AVAILABLE FUNDS (A+B+C)				468
RJR AVAILABLE FUNDS (A+B)				351
RJR PAYMENTS				0
RJR UNUSED BALANCE				351

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
ETAIL MATCH (C)	0	0	0	0
AL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	468
RJR MATCH (B)	234
RETAIL MATCH (C)	234
TOTAL AVAILABLE FUNDS (A+B+C)	936
RJR AVAILABLE FUNDS (A+B)	702
RJR PAYMENTS	0
RJR UNUSED BALANCE	702

Contract has been ended June 30, 199.
Available Co-Marketing dollars has n
been utilized in this account.
Account does not qualify.

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TPSK52B1 RJR CO-MARKETING STATEMENT 09/25/94

ACCOUNT : 220758 GLENMOOR SUPERETTE CHAIN ID: - -
TERRITORY : 46564 Y & O ROAD SEGMENT : SM
PAY DIVISION: CALCUTTA OH 43920

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				234
RJR AVAILABLE FUNDS (A+B)				234
RJR PAYMENTS				234
RJR UNUSED BALANCE				0

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
AL AVAILABLE FUNDS (A+B+C)				234
RJR AVAILABLE FUNDS (A+B)				234
RJR PAYMENTS				0
RJR UNUSED BALANCE				234

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	78	78	78	234
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				234
RJR AVAILABLE FUNDS (A+B)				234
RJR PAYMENTS				0
RJR UNUSED BALANCE				234

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	702
RJR MATCH (B)	0
RETAIL MATCH (C)	0
TOTAL AVAILABLE FUNDS (A+B+C)	702
RJR AVAILABLE FUNDS (A+B)	702
RJR PAYMENTS	234
RJR UNUSED BALANCE	468

Contract entered in SIS effective April 1, 1994.

Promotion worked in 3rd Quarter and paid via draft in the amount of $234.00.

H/H Entry: 2nd QTR CMF 1994.

$ accruing 3rd Quarter for a promoti that can be worked and paid in 4th Quarter 1994.

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

TPCK5281 RJR CO-MARKETING STATEMENT 09/25/94

AL T : 339216 SCHECK'S,INC. CHAIN ID: - -
TERRITORY : 405 W SOUTH ST SEGMENT : SM
PAY DIVISION: SHREVE OH 44676

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				252
RJR UNUSED BALANCE				-252

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	56	56	56	168
RJR MATCH (B)	28	28	28	84
RETAIL MATCH (C)	28	28	28	84
TOTAL AVAILABLE FUNDS (A+B+C)				336
RJR AVAILABLE FUNDS (A+B)				252
RJR PAYMENTS				0
RJR UNUSED BALANCE				252

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	56	56	56	168
RJR MATCH (B)	28	28	28	84
RETAIL MATCH (C)	28	28	28	84
TOTAL AVAILABLE FUNDS (A+B+C)				336
RJR AVAILABLE FUNDS (A+B)				252
RJR PAYMENTS				0
RJR UNUSED BALANCE				252

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	56	56	56	168
RJR MATCH (B)	28	28	28	84
RETAIL MATCH (C)	28	28	28	84
TOTAL AVAILABLE FUNDS (A+B+C)				336
RJR AVAILABLE FUNDS (A+B)				252
RJR PAYMENTS				0
RJR UNUSED BALANCE				252

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	504
RJR MATCH (B)	252
RETAIL MATCH (C)	252
TOTAL AVAILABLE FUNDS (A+B+C)	1,008
RJR AVAILABLE FUNDS (A+B)	756
RJR PAYMENTS	252
RJR UNUSED BALANCE	504

Contract was made effective in April 1994. No dollars available for promotions until 3rd Quarter.

Wrong handheld entry was made. A negative figure appears.

If promotion was really worked in 2nd Quarter, contract should have been effective January 1, 1994.

Co-Marketing Dollars Must Accrue (1) Quarter Prior to Quarter Promotic is Worked.

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TPSK52B1 RJR CO-MARKETING STATEMENT 09/25/94

AC T : 221176 PENN SPARKLE CHAIN ID: - -
TERRITORY : . 1616 PENNSYLVANIA AV SEGMENT : SM
PAY DIVISION: EAST LIVERPOOL OH 43920

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	84	84	84	252
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				252
RJR AVAILABLE FUNDS (A+B)				252
RJR PAYMENTS				0
RJR UNUSED BALANCE				252

Contract entered in SIS effective January 1, 1994.

Dollars available for co-marketing continues until contract ended in SIS

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	84	84	84	252
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				252
RJR AVAILABLE FUNDS (A+B)				252
RJR PAYMENTS				0
RJR UNUSED BALANCE				252

No payments have been made to date for this account.

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	84	84	84	252
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				252
RJR AVAILABLE FUNDS (A+B)				252
RJR PAYMENTS				0
RJR UNUSED BALANCE				252

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	84	84	84	252
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				252
RJR AVAILABLE FUNDS (A+B)				252
RJR PAYMENTS				0
RJR UNUSED BALANCE				252

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	1,008
RJR MATCH (B)	0
RETAIL MATCH (C)	0
TOTAL AVAILABLE FUNDS (A+B+C)	1,008
RJR AVAILABLE FUNDS (A+B)	1,008
RJR PAYMENTS	0
RJR UNUSED BALANCE	1,008

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

TPSY5281 RJR CO-MARKETING STATEMENT 09/25/94

AC : 488186 CIGARETTE EXPRESS CHAIN ID: - -
TERRITORY : 3814 BELMONT AVE SEGMENT : CO
PAY DIVISION: YOUNGSTOWN OH 44505

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	0	0	0	0
RJR MATCH (B)	0	0	0	0
RETAIL MATCH (C)	0	0	0	0
TOTAL AVAILABLE FUNDS (A+B+C)				0
RJR AVAILABLE FUNDS (A+B)				0
RJR PAYMENTS				0
RJR UNUSED BALANCE				0

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	0	0	186	186
RJR MATCH (B)	0	0	93	93
RETAIL MATCH (C)	0	0	93	93
TOTAL AVAILABLE FUNDS (A+B+C)				372
RJR AVAILABLE FUNDS (A+B)				279
RJR PAYMENTS				693
RJR UNUSED BALANCE				-414

Overspent $414.00. Only $279.00 was available for this promotion worked 3rd Quarter.

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	186	186	186	558
RJR MATCH (B)	93	93	93	279
TAIL MATCH (C)	93	93	93	279
L AVAILABLE FUNDS (A+B+C)				1,116
. AVAILABLE FUNDS (A+B)				837
RJR PAYMENTS				0
RJR UNUSED BALANCE				837

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	186	186	186	558
RJR MATCH (B)	93	93	93	279
RETAIL MATCH (C)	93	93	93	279
TOTAL AVAILABLE FUNDS (A+B+C)				1,116
RJR AVAILABLE FUNDS (A+B)				837
RJR PAYMENTS				0
RJR UNUSED BALANCE				837

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	1,302
RJR MATCH (B)	651
RETAIL MATCH (C)	651
TOTAL AVAILABLE FUNDS (A+B+C)	2,604
RJR AVAILABLE FUNDS (A+B)	1,953
RJR PAYMENTS	693
RJR UNUSED BALANCE	1,260

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TPSK52B1 RJR CO-MARKETING STATEMENT 09/25/94

ACC : 335553 HIGHLAND SQ SPARKLE CHAIN ID: - -
TERRITORY : 829 W MARKET ST SEGMENT : SF
PAY DIVISION: AKRON OH 44303

1ST QUARTER 1994	JANUARY	FEBRUARY	MARCH	TOTAL
COMKTG BASE (A)	56	56	56	168
RJR MATCH (B)	28	28	28	84
RETAIL MATCH (C)	28	28	28	84
TOTAL AVAILABLE FUNDS (A+B+C)				336
RJR AVAILABLE FUNDS (A+B)				252
RJR PAYMENTS				252
RJR UNUSED BALANCE				0

Contract (Option 2) effective in SIS January 1, 1994.

2ND QUARTER 1994	APRIL	MAY	JUNE	TOTAL
COMKTG BASE (A)	56	56	56	168
RJR MATCH (B)	28	28	28	84
RETAIL MATCH (C)	28	28	28	84
TOTAL AVAILABLE FUNDS (A+B+C)				336
RJR AVAILABLE FUNDS (A+B)				252
RJR PAYMENTS				0
RJR UNUSED BALANCE				252

Promotion takes place 2nd Quarter and payment made via draft.

H/H Entry: 1st QTR CMF 1994.

2nd Quarter $ continue to accrue for promotion that can be worked in 3rd Quarter. $252.00 available monies.

3RD QUARTER 1994	JULY	AUGUST	SEPTEMBER	TOTAL
COMKTG BASE (A)	56	56	56	168
RJR MATCH (B)	28	28	28	84
RETAIL MATCH (C)	28	28	28	84
L AVAILABLE FUNDS (A+B+C)				336
[illegible] AVAILABLE FUNDS (A+B)				252
RJR PAYMENTS				252
RJR UNUSED BALANCE				0

DOLLARS WILL CONTINUE TO ACCRUE UNTIL CONTRACT IS ENDED IN SIS.

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	56	56	56	168
RJR MATCH (B)	28	28	28	84
RETAIL MATCH (C)	28	28	28	84
TOTAL AVAILABLE FUNDS (A+B+C)				336
RJR AVAILABLE FUNDS (A+B)				252
RJR PAYMENTS				0
RJR UNUSED BALANCE				252

YEAR 1994 TOTAL	TOTAL
COMKTG BASE (A)	672
RJR MATCH (B)	336
RETAIL MATCH (C)	336
TOTAL AVAILABLE FUNDS (A+B+C)	1,344
RJR AVAILABLE FUNDS (A+B)	1,008
RJR PAYMENTS	504
RJR UNUSED BALANCE	504

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

Promotion Payment Guidelines

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

PROMOTION PAYMENT GUIDELINES

IF THE PROMOTION COSTS LESS THAN THE TOTAL AVAILABLE FUNDS:

If the promotion costs less than COMKTG BASE, RJR will only pay the "exact" cost of the promotion.

If the promotion costs less than TOTAL AVAILABLE FUNDS in RJR/Retail Match accounts, RJR will pay the co-marketing base amount plus 50% of the difference between the base amount and the cost of the promotion (not to exceed the Base and RJR Match).

IF THE PROMOTION COSTS MORE THAN THE TOTAL AVAILABLE FUNDS:

If the promotion costs more than TOTAL AVAILABLE FUNDS, RJR will only pay COMKTG BASE plus the RJR MATCH, if applicable.

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

SAMPLE SCENARIOS

TPSK52B1 RJR CO-MARKETING STATEMENT 03/18/94

ACCOUNT: 123456 JOE'S MARKET CHAIN ID:
SALES LEVEL: 214001 401 N. MAIN STREET SEGMENT:
PAY DIVISION: 2140 WINSTON-SALEM, NC 27101 CONTRACT TYPE: ALL

1ST QUARTER 1994	JANUARY	FEBRUARY	(PROJ) MARCH	TOTAL
COMKTG BASE (A)	46	46	46	138
RJR MATCH (B)	23	23	23	69
RETAIL MATCH (C)	23	23	23	69
TOTAL AVAILABLE FUNDS (A+B+C)				276
RJR AVAILABLE FUNDS (A+B)				207
RJR PAYMENTS				0
RJR UNUSED BALANCE				207

2ND QUARTER 1994	(PROJ) APRIL	(PROJ) MAY	(PROJ) JUNE	TOTAL
COMKTG BASE (A)	46	46	46	138
RJR MATCH (B)	23	23	23	69
RETAIL MATCH (C)	23	23	23	69
TOTAL AVAILABLE FUNDS (A+B+C)				276
RJR AVAILABLE FUNDS (A+B)				207
RJR PAYMENTS				0
RJR UNUSED BALANCE				207

3RD QUARTER 1994	(PROJ) JULY	(PROJ) AUGUST	(PROJ) SEPTEMBER	TOTAL
COMKTG BASE (A)	46	46	46	138
RJR MATCH (B)	23	23	23	69
RETAIL MATCH (C)	23	23	23	69
TOTAL AVAILABLE FUNDS (A+B+C)				276
RJR AVAILABLE FUNDS (A+B)				207
RJR PAYMENTS				0
RJR UNUSED BALANCE				207

4TH QUARTER 1994	(PROJ) OCTOBER	(PROJ) NOVEMBER	(PROJ) DECEMBER	TOTAL
COMKTG BASE (A)	46	46	46	138
RJR MATCH (B)	23	23	23	69
RETAIL MATCH (C)	23	23	23	69
TOTAL AVAILABLE FUNDS (A+B+C)				276
RJR AVAILABLE FUNDS (A+B)				207
RJR PAYMENTS				0
RJR UNUSED BALANCE				207

YEAR 1994 TOTAL	TOTAL
COMKTG (A)	552
RJR MATCH (B)	276
RETAIL MATCH (C)	276
TOTAL AVAILABLE FUNDS (A+B+C)	1,104
RJR AVAILABLE FUNDS (A+B)	828
RJR PAYMENTS	0
RJR UNUSED BALANCE	828

Example

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What if the promotion costs less than the base amount?

If the promotion costs less than the base amount ($138 in this example), *RJR will only pay the exact cost of the promotion*. Let's say the promotion cost $100. Even though the base amount is $138, RJR will only pay $100 to the retailer for the cost of the promotion.

What if the promotion costs less than the Total Available Funds?

If the promotion costs less than the Total Available Funds, RJR will pay the COMKTG BASE plus 50% of the difference between the base amount and the cost of the promotion. In this example COMKTG BASE = $138 ❷, the RJR Match = $69 ❸, and the Retail Match = $69 ❹ for a total of $276. Let's say the promotion only cost $216. Following is summary of how payment would be calculated:

Cost of Promotion	$216
Less COMKTG BASE	- $138
= Remainder to be paid	$78
	x 50 %
= RJR Match	$39

RJR's total payment to the retailer is $138 (COMKTG BASE) plus $39 (50% of the remaining cost of the promotion) for a total of $177.

What if the promotion costs more than the Total Available Funds?

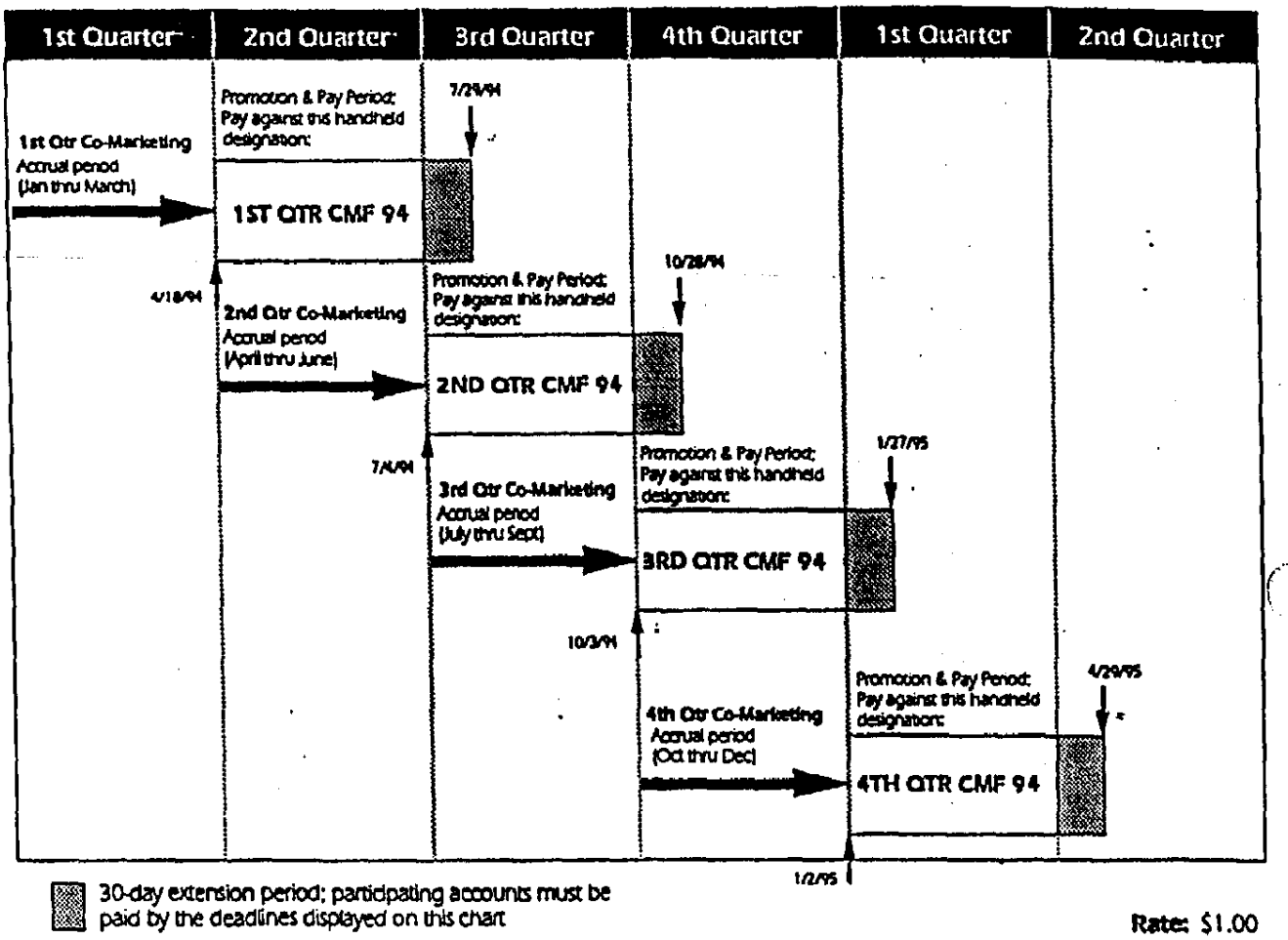
If the promotion costs *more* than the Total Available Funds, RJR will only pay the COMKTG BASE plus the RJR Match. In this example, COMKTG BASE = $138 ❷, the RJR Match = $69 ❸ and Retail Match = $69 ❹, for a total of $276 ❺. Following is summary of how payment would be calculated:

Cost of Promotion	$300
Less COMKTG BASE	- $138
= Remainder to be paid	$162
Less RJR Match	- $69
= Amount Retailer Responsibility	$93

RJR's total payment to the retailer is $138 (COMKTG BASE) plus $69 (RJR Match) for a total of $207. This amount equals the figure displayed under RJR AVAILABLE FUNDS. ❻

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

The following chart depicts how each payment period follows the quarterly accrual period. Please note that all Co-Marketing Payments must be completed within the assigned 120 day payment period.



30-day extension period; participating accounts must be paid by the deadlines displayed on this chart

Rate: $1.00

How to Make Payments

Co-Marketing payments in the Display Payments section of TPS may be paid either by voucher or draft, and entered via the office PC and handheld computer, respectively. The display codes and payment information are summarized below.

Payment Description	Handheld/PC Designation	G/L Code	Rate	Begin Date	End Date
1st Qtr. Co-Marketing Fund Pymt 94	1ST QTR CMF 94	04-41-0110-0000-000	$1.00	4/18/94	7/29/94
2nd Qtr. Co-Marketing Fund Pymt 94	2ND QTR CMF 94	04-41-0110-0000-000	$1.00	7/4/94	10/28/94
3rd Qtr. Co-Marketing Fund Pymt 94	3RD QTR CMF 94	04-41-0110-0000-000	$1.00	10/3/94	1/27/95
4th Qtr. Co-Marketing Fund Pymt 94	4TH QTR CMF 94	04-41-0110-0000-000	$1.00	1/2/95	4/28/95

Payments should be rounded to the nearest $1.00. It is critical that payments coincide with the quarter in which the funds were accrued. For example, a payment made in September would be charged to 2ND QTR CMF 94 since the funds were accrued during the 2nd quarter.

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Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000

Item # 465512
Form # 823

RJR CO-MARKETING
PROMOTION ACCRUAL PROGRAM

Retail Agreement Form

Retailer/Chain Name: _____ S.I.S./Chain I.D. Number: _____

RJR Representative: _____ Div./Terr. Name & #: _____

Promotion Cycle Dates: _____ Promotion Type: _____

PJR Brand Family/Styles: _____ _____

Retailer agrees to provide the following promotion requirements: _____

_____

_____

_____

RJR agrees to provide the following promotion requirements: _____

_____

_____

_____

Product pricing decisions remain the right and responsibility of the participating retailer.

If advertising/promotional materials are utilized, retailer may use RJR supplied materials. If retailer utilizes its own, retailer is responsible for meeting all legal requirements.

Reimbursement may not occur if promotional requirements, as stated above, are not fully executed.

RJR total liability is limited to co-marketing promotion accrual "fund balance" only.

If "fund balance" is exceeded, the amount which exceeds the "fund balance" will be the responsibility of the retailer.

Promotional costs will be paid from co-marketing promotion accrual as soon as practicable following successful completion of promotion.

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_____ _____ _____

Retailer Signature/Date *Final Total Promotional Cost* *RJR Draft/Voucher #*

_____ _____

RJR Signature/Date *RJR Reimbursement Amount*

RJR Employee Copy

Source: https://www.industrydocuments.ucsf.edu/docs/qppn0000